

LIFE

THE WORLD WE LIVE IN: PART XII
THE VARIED SPECTACLE OF LIFE
IN A WOODLAND CLOSE TO HOME

NEW JERSEY DEER
IN LATE AUTUMN

20 CENTS

NOVEMBER 8, 1954

All you need for a beautiful dinner party... *Now*
 AT A VERY SPECIAL PRICE



Proposal pattern
 shown in chest

Complete 40-PIECE
 SET OF DINNERWARE
 only **\$1**

WHEN YOU BUY THIS 52-PIECE
 SILVERWARE SERVICE FOR 8

at **\$59⁷⁵**

An intimate supper for two? Or a very important dinner for eight? You can set a complete and lovely table for either—*right now*—with this radiant silverware.

For now you can have this wonderful set of matching flatware—52 gleaming pieces—a complete service for 8—for just \$59.75.

And for just \$1.00 more you will get a handsome 40-piece set of fine dinnerware in this “fresh as dew” rose pattern. Modern coupe plates, graceful cups. Ask your dealer

about his convenient gift-layaway plan for Christmas, on this wonderful tableware value.

Choose your silverware from BROOKWOOD, PLANTATION, ENCHANTMENT, or the new, most modern PROPOSAL. Each exquisite design is lustrous, mirror-bright. Every most-used piece has an extra overlay of pure silver to make the loveliness last. Every complete set comes in a two-tone, mahogany-finish chest with anti-tarnish lining. Don't miss this beautiful buy!

*Trade Marks, © 1954 Oneida Ltd., Oneida, N.Y.

Act Now—THIS SPECIAL DINNERWARE OFFER FOR LIMITED TIME ONLY



the new Proposal*

There are more B.F. Goodrich Tubeless Tires in use than all other makes combined

Wouldn't you feel safer with the (only) Tubeless Tires backed by 6 years of use and proof? Proved by over 50 billion miles of safe service? Made by the experts who *invented* Tubeless Tires? Ask for B. F. Goodrich Tubeless Tires when you buy your 1955 car. They cost no more. Or, to get them for your present car, see your *B. F. Goodrich retailer listed in the Yellow Pages under "Tires—B. F. Goodrich."*



The bottle that says – “Good Eating”



Here!"



First choice of good home cooks
—Heinz Ketchup!



When you see Heinz Ketchup, you know the restaurant buys the best!

OF ALL THE SIGNS of good eating, few are so widely accepted as the familiar bottle of *Heinz Ketchup*.

- This richer, thicker ketchup is made *with skill and care*—from sun-ripened "Aristocrat" tomatoes, *Heinz own fine vinegar* and selected spices. It costs so little compared with the food it glorifies that it's often called "*the world's biggest bargain in flavor!*"

- Look for **Heinz Ketchup** when eating out. And use it often *in your cooking*—as well as at the table. You'll agree that *no other ketchup tastes like Heinz!*

It's become a family habit
for America to eat out!



Texas Lamb-Lima Casserole

- Dredge 1½ lbs. lamb shoulder, cut into 1-inch cubes, in 2 Tbs. flour. Brown in 3 Tbs. hot shortening in skillet. Add 2 cups water, ½ cup Heinz Ketchup, 1½ tsp. salt, dash of pepper. Cover. Simmer 45 min. Add 2 cups canned lima beans, drained. Combine 2 Tbs. flour and 2 Tbs. water. Stir this mixture into the stew. Cook until desired consistency is reached. Bring to the table in a casserole dish. Serves 4.



Scrambled Eggs and Sausages

- Next time you fix scrambled eggs for Sunday morning breakfast, crown them with little pork sausages done a tempting golden brown. And add a generous topping of Heinz Tomato Ketchup to lend color and extra zest! Garnish with parsley.



Ketchup Con Carne

- In large iron skillet or Dutch oven, sauté 1 lb. ground beef, 1 cup chopped onion, 1 minced garlic clove in 1 Tbs. shortening until brown. Meanwhile, add 2 Tbs. chili powder and 1½ tsp. salt. When meat is browned, add contents of 1-lb. tin red kidney beans, 2 cups water and 1 cup Heinz Ketchup. Simmer, covered, for 1 hr. or until desired thickness is reached. Serves 6.

57
HEINZ
KETCHUP

You know it's good
because it's Heinz!

For other Heinz recipe suggestions, watch "HOME" on your NBC-TV station Tuesdays, Thursdays and Fridays. And consult your paper for Heinz "STUDIO 57."



"Brown Beauty" Dry Mop and Split Duster



New, Light-Weight Stanhome Electric Iron



Stainless Steel Steak Knife and Fork Sets



Stainless Steel Kitchen Cutlery Set

Gifts you'll love!

Ask your Stanley Dealer
how you can get these and other
valuable **REWARDS FOR**
THE STANLEY PARTY HOSTESS

Entertaining your friends at a Stanley Hostess Party is both pleasant and profitable. Stanley Dealers are grateful for the privilege of being invited into homes to demonstrate Stanley's Quality-Plus Housekeeping and Personal Grooming Aids. In appreciation, these friendly Dealers see that each and every Stanley Party Hostess is liberally rewarded for her cooperation. For this purpose, Stanley Dealers feature a wide choice of highly-prized Dividend Gifts exclusively for Stanley Party Hostesses. Ask your Stanley Dealer to show you the complete assortment for your selection. Then plan to give your own Stanley Hostess Party soon.



Hand-Painted Dishes, Lace Cloth, Salt and Pepper Shakers



Stanley-Flex Kitchen and Household Necessities

Most Popular



**Originators of the
Famous Stanley Hostess
Party Plan**

Stanley Home Products, Inc., Westfield, Mass.
Stanley Home Products of Canada, Ltd., London, Ont.
© Stanley Home Products, Inc., 1954

When you give a Stanley Hostess Party, you give one of America's most popular home demonstration parties. More than 12,000 of these fun-filled and convenient shopping Parties take place every day. These Parties are easy to hold. No home is too little, no group too small. To arrange for your Stanley Hostess Party, phone or write your Stanley Dealer, your nearest Stanley Home Products Branch Office, or communicate direct with Stanley's Main Office in Westfield, Massachusetts.

STANLEY LEADS with more than 150 Quality-Plus Products featured at the famous Stanley Hostess Parties: Mops, Brushes, Brooms, Dusters, Waxes, Polishes, Cleaning Chemicals, Deodorizers, Moth Preventives to help you save time, work, money, while doing housework better. Feminine Toilette Articles, Masculine Shaving Preparations, Bath Accessories, Personal and Clothing Brushes, Dental Hygiene Aids, a wealth of other items to improve personal grooming.

INTRODUCING

Playtex *living* Bra

Now...the designers who performed such miracles with Playtex Girdles
bring you an exciting new bra of elastic and nylon!



*Exclusive
criss-cross sides
self-adjust
for Fabulous Fit!*

*Sculptured Nylon
gently
cups and ups!*

*Criss-cross elastic
front dips low,
divides divinely!*

*Elastic back
sets lower
and stays lower!*

**“Custom-contoured” to flatter, feel and fit
as if fashioned for you alone!**

From the very first moment, you'll see and feel the dramatic difference! Because there's never been a bra like the new “custom-contoured” Playtex Living Bra. It lifts, it lives, g-i-v-e-s with every motion of your body... for support unmatched by any other bra... no matter what size or *in-between* size you are! The news is in the criss-cross design, the clever use of elastic, those sculptured nylon cups. And the straps are doubled... can't cut, curl, slip or fray! Wear it—you'll love it—there's not another bra like it!



Look for PLAYTEX LIVING BRA*
in the heavenly blue package at department stores and specialty shops everywhere. In gleaming WHITE, wonderfully washable—without ironing! Sizes 32A—40C... **\$3.95**



Model 77 \$89.95
Slightly higher in
Far West. Available
at leading stores in
CANADA.

ANNOUNCING!

The most sensational vacuum cleaner of all time!

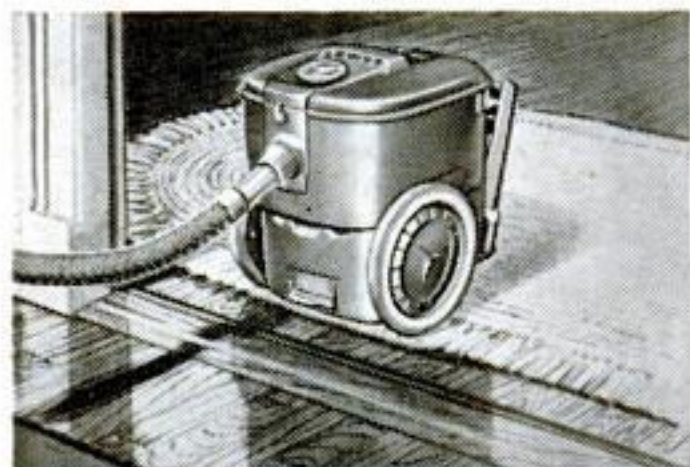
the **ALL NEW 1955**

LEWYT

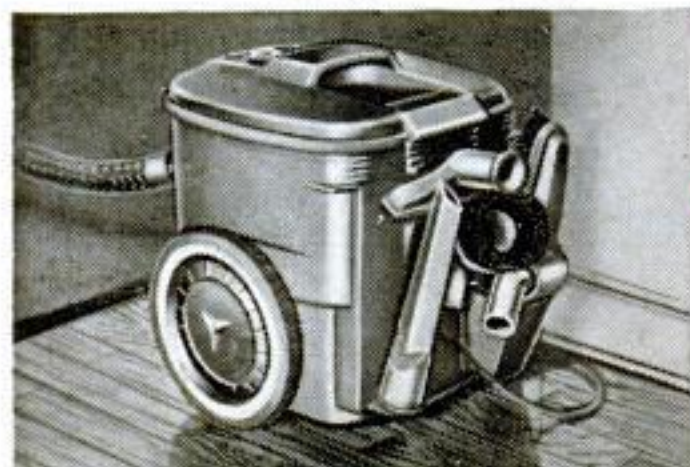
on big wheels



ONLY LEWYT ROLLS READY-TO-USE from your closet! Tubes, hose, nozzle can be kept assembled! Just roll out your Lewyt and away you go!



ONLY LEWYT ROLLS OVER SCATTER RUGS, door sills, from bare floors to deep carpet! Not only swivels but rolls room-to-room — no lugging or tugging!



ONLY LEWYT ROLLS WITH ALL TOOLS everywhere you go* — no chasing back and forth! Tools ride compactly behind, don't scratch your furniture!

*Tool Rack for back of Lewyt and Wall Rack for closet, optional at small extra cost.

It's here! The world's FIRST and ONLY cleaner that swivels and rolls effortlessly all through the house!

No lifting or carrying — it's on BIG RUBBER WHEELS!

AND — in this great new Lewyt you get more power... instant dust disposal... unequalled quietness! It's today's greatest value — see it at 10,000 dealers coast-to-coast!

NEW! Instant dust disposal. Flip open hinged top, toss out "Speed Sak!" No clamps to undo! No dust bag to empty!

NEW! Extra rug cleaning power! New Dual-Turbo Motor plus No. 80 Carpet Nozzle clean rugs 4 ways at every stroke!

NEW! "Power Dial" for exact suction!

NEW! Allergy-proof filter system! New compact, square shape! New deodorizer!

PLUS! Comes with all tools to clean floor-to-ceiling! For nearest dealer look under "vacuum cleaners" in your phone book.



OFFICIALLY ENDORSED by National Institute of Rug Cleaning, Inc. . . . official association of professional rug cleaners, owners and operators of professional rug cleaning plants. Vacuum your rugs daily. Have them professionally cleaned at least once a year by a professional rug cleaner.

the all new
DO IT WITH LEWYT

LEWYT CORPORATION, 84 Broadway, Brooklyn 11, N. Y.

LETTERS TO THE EDITORS

RETARDED CHILDREN

Sirs:

You made me happy with your article, "Retarded Children" (LIFE, Oct. 18). For 11 years now I have been teaching the mentally retarded. The hours are long, the work is hard, but to see Freddie or Jerry or Ann smile and be happy is ample pay. These kids need to smile and realize success no matter how small. After months of playing ball, Bud finally hit the ball and made it to first base. Everyone yelled, the ball game stopped, every one of the 16 slapped him on the back. Happy? I was crying. All that happened was that a boy hit a ball, ran stumbling to first base and made it.

This class is the most challenging I've had and although I'm only 33 sometimes I feel I've lived a long, long time full of happy days. Now, do you see why your article made me happy?

IDA LOUISE BARTER

Nashville, Tenn.

Sirs:

"Retarded Children" is a historic event in the battle now being waged to enlighten the public on this problem which has been so long taboo. Our 40,000 members in 46 states will be fortified to carry on their work as never before.

MARTIN F. PAPISH
President

National Association for
Retarded Children
New York, N. Y.

Sirs:

As the parent of a lovely but mentally retarded daughter I wish to express my thanks for your article about these unfortunate children. Perhaps the parents of normal children would take more interest in these children if they would pause and think "but for the grace of God that would have been our child and we the anguished parents."

MRS. MARIE BOLOGNA

New York, N. Y.

Sirs:

My brother is attending a class for the retarded in our local school and his progress is amazing: There is so much which can be done, if only the people could know their plight.

MRS. W. H. FORNEY

Youngstown, Ohio

Sirs:

As a parent of a retarded child I know how much heartbreak they and their parents suffer. Most communities in which a retarded child lives do nothing toward helping the child or the parents, yet all other handicapped are provided for by city and state. Nobody plays with them so we parents feel like we don't belong anywhere as our children are not accepted.

MRS. C. MALASK

Philadelphia, Pa.

Sirs:

It seems to me that "the unending sorrow of being the parent of a mentally retarded child" is more self-pity than anything else. The children can do without reading, without writing and arithmetic, but they cannot do without the love that only a real parent can give. If these people would think more of their child and less about their "sorrow," shame or self-pity, they would be taking the first big

CONTINUED ON PAGE 8

IF YOU SUFFER PAIN
of
**HEADACHE
NEURITIS
NEURALGIA**
get
**FAST
RELIEF
WITH**

ANACIN
PAIN EXPELLER
WHITTELL PHARMACEUTICAL COMPANY

The way
thousands of
physicians and dentists recommend
Here's Why . . .

Anacin is like a doctor's prescription. That is, Anacin contains not just one but a combination of medically proved active ingredients. No other product gives faster, longer-lasting relief from pain of headache, neuralgia, neuritis than Anacin tablets. Buy Anacin® today!

INGROWN NAIL
Hurting You?
Immediate Relief!

A few drops of OUTGRO® bring blessed relief from tormenting pain of ingrown nail. OUTGRO toughens the skin underneath the nail, allows the nail to be cut and thus prevents further pain and discomfort. OUTGRO is available at all drug counters.



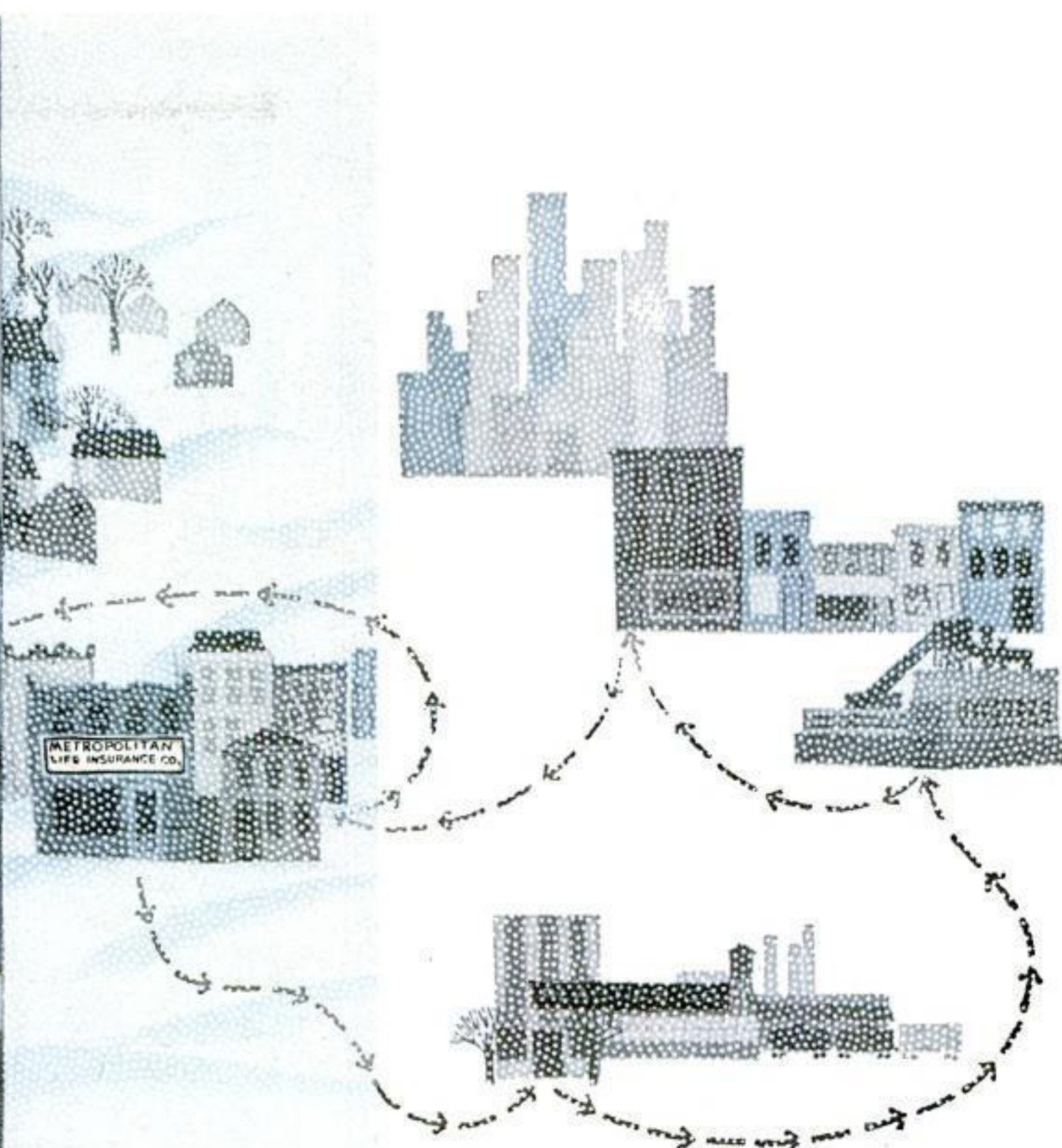
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They're the international language, wherever money talks, and are accepted like cash from pole to pole and the world around. If they are lost or stolen, you promptly get a full refund. Issued in \$10, \$20, \$50 and \$100 denominations. Cost 75¢ per \$100. Good until used. Buy them at your bank.

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TRAVELERS CHECKS**

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Member Federal Deposit Insurance Corporation



When he helps Small Business . . . he helps the community

THE FOLLOWING IS A TRUE STORY. It began in Boston last January 12th, and we believe it illustrates the constant concern of Metropolitan's Field-Men for the welfare of "small business." Approximately ninety-six percent of America's four and a quarter million independent businesses come under this heading.

The welfare of small businesses is vital to the communities they serve and to families dependent on such enterprises. Metropolitan Field-Men are well aware of this. They know that small businesses buy insurance to protect against losses from fire . . . and that it is just as important to safeguard business against the financial effects of the death of key executives. Too many businesses fail and their employees are thrown out of work because of the lack of such protection.

Day in, day out, regardless of weather, trained Metropolitan Field-Men are studying and visiting small businesses throughout the country to help assure their futures and safeguard the invested capital. As a result of the Field-Men's interest, a good part of the more than \$1,000,000,000 Metropolitan paid out last year in benefits helped to strengthen the financial structures of small businesses all over the country.

To illustrate, let's take just one of Metropolitan's more than 1000 local offices and look at the "business diary" of a Field-Man in one of the nine such service centers in Boston, Massachusetts.

"Jan. 12, 8 A.M. A foot of snow and more fall-

ing today, but I called on M. K. We had analyzed his wholesale grocery business and found out that in addition to himself there were two top executives and five buyers in various departments, all key men, who were responsible for the success of the company. Death of any of them might well be a serious blow to the stability of the business. I reviewed this possibility again with M. K. and today he bought the Life insurance protection recommended.

"2 P.M. I kept an appointment with R. T. N. of the L. Plastics Co. He agreed that T. Q., an engineer, was vital to their operation. Today we arranged for Life insurance to protect the company against his death."

Does this sort of patient research and service pay off? It certainly does. To illustrate, let's take another entry from the same Metropolitan Field-Man's records.

"March 16. The second G. brother died today, only a short while after the first brother. Thanks to \$100,000 insurance on each brother, the firm will continue. The estates of both men will receive full payment for their interests, without the remaining members of the firm having to raise money for settlements."

Death does not have to intervene for a firm to find Metropolitan business insurance extremely valuable. Nowadays, one of the first questions investors often ask about a small firm concerns its business life in-

surance. For just one example, let's look at a case handled by another Field-Man in this particular Metropolitan Office in Boston.

"May 25. Called today on the _____ Company and learned that their Metropolitan policies are helping them to make the expansion they need. Their insurance greatly strengthened their credit at the bank. L. M., the executive vice-president of the Company, was very pleased that I had foreseen this possibility when I sold him their first policies back in 1939."

Wherever you go in the United States and Canada, you will find Field-Men of Metropolitan at work, studying and finding solutions to the problems of business, large and small—problems that may be created by such hazards as death, sickness and disability. While doing this, the Metropolitan men constantly keep in mind the individual problems of the families that depend on these businesses, and the protection they need for their homes, education, futures.

What does this mean to you? It means that whether you are presently a Metropolitan policyholder or not, if you need Life insurance advice or protection of any kind, personal or business, there is always a Metropolitan Field-Man ready to help you. For wherever you are . . .

Metropolitan service is
as local as Main Street . . .
as close as your phone

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Metropolitan Life Insurance Company

(A MUTUAL COMPANY)

1 MADISON AVENUE, NEW YORK 10, N. Y.



Whose famous

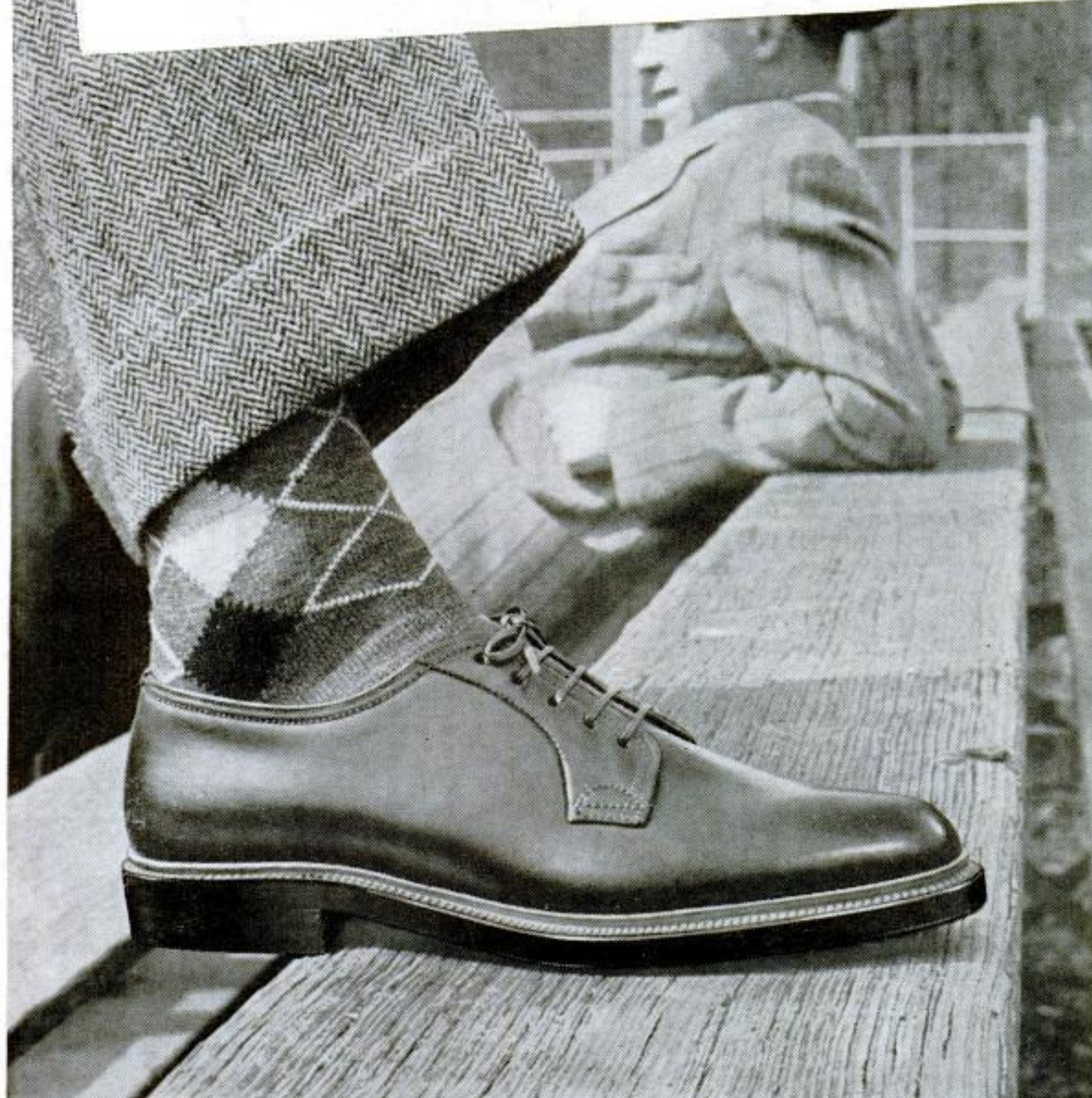


Bostonians

are these?



Football star
and TV
personality



#2014—Bostonian MARSHALL, Genuine Burgundy Shell Cordovan,
Full Leather Lined, Super-Flexible Construction.

Shoe Forecast: fair and warmer in your staunch Winterproofs

Genuine Shell Cordovan is virtually indestructible, stays sleek and slick in slush and sleet. And Pedigreed Grains thrive when temperatures nose-dive. So you're wise to rely on BOSTONIAN for comfortable *Winterproof* shoes. Football-and-TV star HERMAN HICKMAN did likewise, went for the *Winterproofs* you see here. Most styles \$16.95 to \$24.95

The man who sells Bostonians® is making friends for life



#564—ARDMORE,
Imported Brown
Pedigreed Grain.

#6730—STALWART,
Brown Pedigreed Grain.

Bostonian Shoes, Whitman, Mass., Shoetown, U.S.A.

LETTERS TO THE EDITORS

CONTINUED

step on the high ladder leading to the goal of being a real parent.

NORMAN GARFIELD
Director of Retarded Classes
Millburn, N.J.

Sirs:

I have a retarded child and my main prayer is that she will die before I do so she won't have to go into an institution. I believe as a Christian that we can help by removing these people from one plane of existence to another where a defective body cannot hinder. I will work for legalizing mercy killings as long as I live, and so would other people if they didn't shut these afflicted ones out of their sight.

ROSA E. GREEN
Oregon City, Ore.

Sirs:

My mother faced this problem some 24 years ago. Most of my mother's family and friends advised her to put my sister Josephine in an institution. Reluctantly, she investigated a fine institution but found that it was not what she had in mind for Josephine. So she kept her at home with all the rest of the family. Some people felt sorry for my mother, but not my mother. She felt that God had intrusted into her hands a child He felt only she could care for.

Through the family's love, my sister Josephine is almost like a normal person. She can carry on a very good conversation, she has a marvelous memory for voices and faces and loves to come to my home and stay with my children who adore her.

GILDA BENTIVEGNA
Cleveland, Ohio

Sirs:

You have shown many ways in which the present effect of a mental handicap can be lessened. In the future surgical sterilization can protect the feeble-minded from undesirable parenthood. When the mental deficiency is hereditary, sterilization can prevent the passing on of the handicap to a defenseless child.

CLARENCE J. GAMBLE, M.D.
Milton, Mass.

● Sterilization offers little hope of limiting the number of retarded children since the vast majority have normal parents.—ED.

POLITICS' COLORS

Sirs:

In your picture of Richard Neuberger (below), who was at a beauty contest at Seaside, Ore. in "Politics



Sports Its '54 Colors" (LIFE, Oct. 18), I somehow got into the picture. I'm aged 10 and I appreciate having my



Lee Water Wizard . . . New, easy way to water plants, fill steam irons, dampen clothes

Water Wizard is your "magic" helper for dozens of odd jobs around the house. Waters plants, fills steam irons, dampens clothes, cleans goldfish bowls and, using hot water, it will even defrost your refrigerator! The *only* utility bulb you can buy that does all these things! Big 6 oz. bulb, extra long stem and removable spray tip.



under \$1.00

at most 5 & 10,
drug, hardware
and department
stores. So
helpful—seems
worth much
more!

By the makers of **LEE** tires

Lee Rubber & Tire Corporation, Conshohocken, Pa.



Styled in Italy
... the gift he hasn't got!

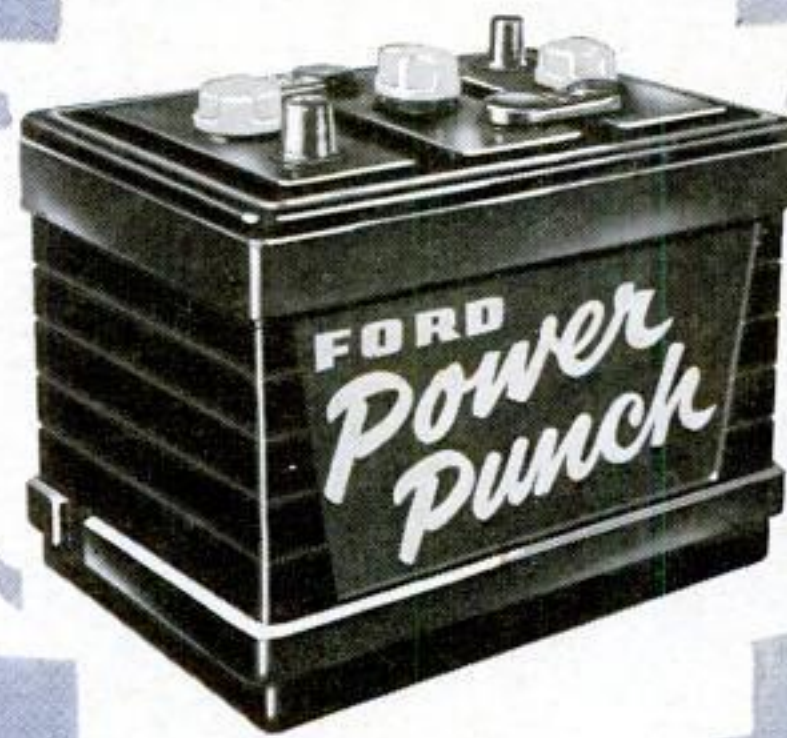
McGREGOR TT CLUB

in brilliant new colors!

Styled in Italy, this is the fabulous TT Club—that superbly comfortable, elegantly casual shirt that electrified the fashion world. In supple rayon gabardine... pink, coral, helio and a host of 1955 colors, guaranteed machine-washable. **\$7.95**

ALSO BOY-SIZED AND BOY-PRICED AT BETTER STORES EVERYWHERE,
OR WRITE MCGREGOR SPORTSWEAR, 303 FIFTH AVENUE, N. Y. 16

CONTINUED ON PAGE 10



Ready your Ford for winter... right !

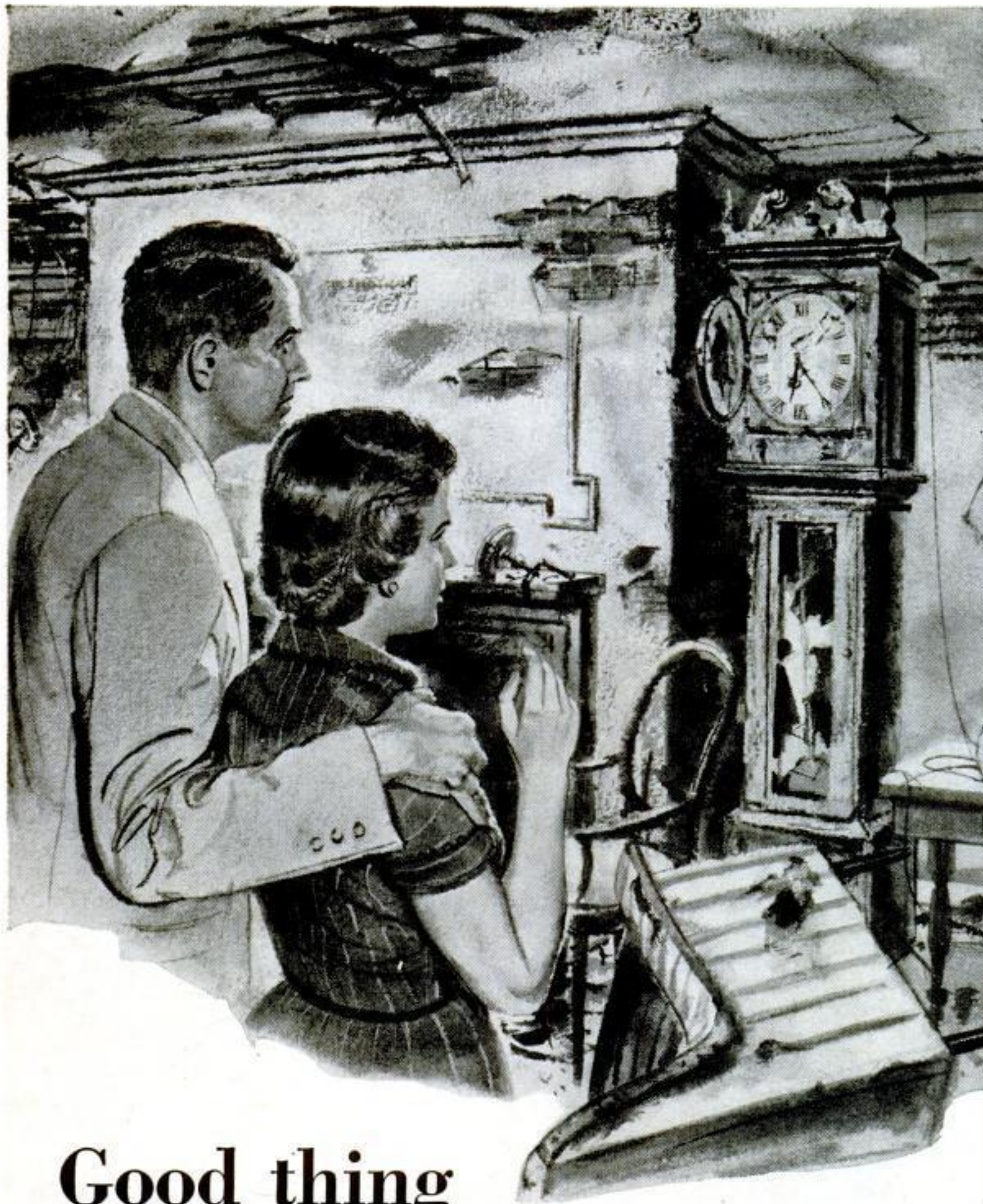
Let the snow snow! Let the winds blow! Winter's no worry when you've got your Ford ready. And now's the time to do it.

If new spark plugs or a new battery will add to your Ford's performance, then you'll want *Genuine* Ford Spark Plugs . . . a Ford Power-Punch Battery. And when the oil and radiator coolant are being changed, politely remind your service man that a *Genuine* Ford Oil Filter Element and *Genuine* Ford Anti-Freeze (permanent and regular, you know) are what *Fords* need. In fact—whatever parts will pep up your Ford—always make it plain that you want *Genuine* Ford Parts. They're made right to fit right to last longer in your Ford.



WHEREVER YOU GO,
INSIST ON





Good thing we can turn back the clock!

(Based on Company File #C-53-15)

Before the fire, our house had always been pointed out as a show place. Being a building contractor, I was happy about that, of course.

Naturally, I knew what the house was worth. It was no problem to pass that figure along to the Hartford man so he could get me the right amount of insurance.

Inside the house, it wasn't so easy. Some of our furniture was new and the price of it still fresh in our minds. Some pieces — like this clock that everybody admired — had been in

Sue's family for years. The two of us sat down with the Hartford Inventory Booklet our agent had given us and figured out what our belongings were worth. I have reason now to be mighty glad that he was so thorough.

All told, the Hartford Fire Insurance Company paid us \$37,600 for the damage to our house and its contents. Thanks to our Hartford Fire Agent, we can make the needed repairs and refurnish our home to make it as attractive and livable as it was before the fire!

Would you come out as well — financially — if your home were to burn?

Better find out now. Like 7 out of 10 property owners, you may be under-insured.

Have your Hartford Fire Insurance Company Agent or your insurance broker check to see whether you have enough insurance to pay for any fire loss that may hit you.

Phone him, and ask for a copy of the Hartford chart that helps you find the present value of your house. Ask, too, for the Inventory Booklet that helps you figure the value of your furniture and other belongings. Both are free. *And well worth having!*

Year in and year out you'll do well with the

Hartford



Hartford Fire Insurance Company • Hartford Accident and Indemnity Company
Hartford Live Stock Insurance Company • Hartford 15, Connecticut

LETTERS TO THE EDITORS

CONTINUED

picture in LIFE. The dog's name is Ozzie. I am not a Neuberger supporter.

GRETCHEN GORE

Portland, Ore.

Sirs:

In your story you showed my mother cringing away from an elephant she was feeding and made her look like something only a daughter could love! Wouldn't you consider printing another picture (below) of my mother when she is not being chivied by a hungry pachyderm?

SUSAN LODGE

Chicago, Ill.



MRS. KUNSTADTER: TWO VIEWS

UNHAPPY LAST SCENE

Sirs:

I can't help but comment on the "great" Joe and Marilyn marriage ("Last Scene: Exit Unhappily," LIFE, Oct. 18). It's a shame that a champion like Joe has gone hitless as far as marriage and happiness are concerned. I've seen the great "DiMag" make better "catches" — in Yankee Stadium.

PAT DORN

Waterbury, Conn.

Sirs:

Congratulations! LIFE has outdone itself. First, color pictures of the H-bomb, then of K2. Now the crowning achievement. The first photograph of Marilyn Monroe with her mouth shut.

TOM COHEN

New Haven, Conn.

THE 25TH RETURNS

Sirs:

Just a few days before I read LIFE's story on the return of the 25th Division to Hawaii ("The 25th Returns to Eternity," LIFE, Oct. 18), I got this letter from my daughter who is out there: "Mom, I went with some girls to meet another shipload of troops. It sure was exciting but it was sad too. They all were so quiet and seemed dazed. They were combat troops—14

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Please send 

to _____ name _____

_____ address _____

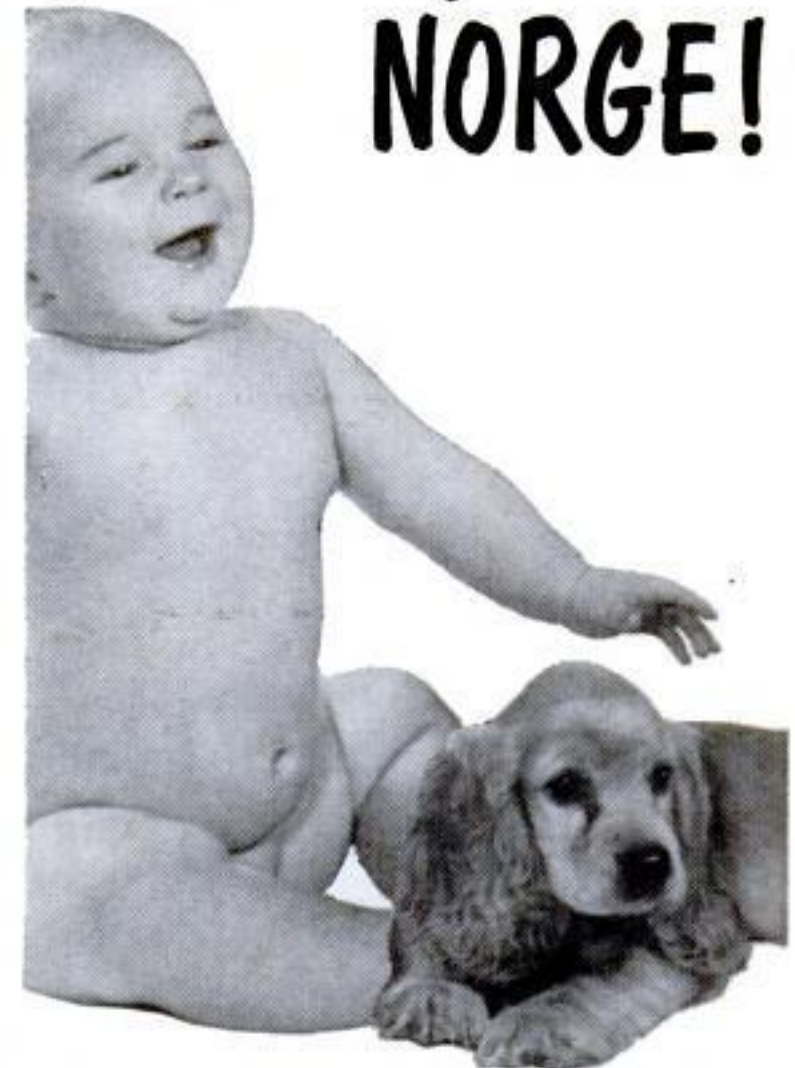
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now...from the miracle

Aloe Vera plant
ALOE-CREME® Ointment
Relief from minor burns, skin irritations.
ALOE-CREME® Hand Lotion
Heals — and soothes — as it beautifies
ALOE CREME LABORATORIES, INC., Fort Lauderdale, Florida

SAVE \$65 ON THIS \$100 CONTOUR CHAIR

• Goodyear Air Foam Cushioning
• Duran Upholstery
• Easy to assemble — hammer, screw-driver only.
• Green, Gray, Red, Brown
• Money back Guarantee

Everything needed to put together in one evening
Complete Kit Only
\$34.95

ORDER NOW.
\$5 deposit.
Balance C.O.D. or write for literature.
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Why COLD SUFFERERS PREFER STANBACK

1. Stanback combines several medically approved pain relieving agents for faster, more comforting relief of pain.
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3. Stanback, used as a gargle, relieves sore throat due to colds.
4. Stanback—Relieves headache, neuralgia and other common cold discomforts.

Test STANBACK Against Any Preparation You've Ever Used





**"I'm Larry Vernick...
my store is at 930 Third Avenue, N. Y. C.**

"I MAY NOT LOOK LIKE A HERO..."

but the girl in this story, Eleanor Early of New York, says I *am*! So I'll tell you the story the way she told it to me and let you judge for yourself.



"You see, in Trinidad, it seems they hunt wild forest pigs with flashlights and guns. The pigs are fast and wary by day; but, dazzled by the flashlights, fall easy prey by night.



"This night, four hunters, including a native and a girl, hunted in Mariva Forest. The girl sat in the crook of a mahogany tree — flashlight in her left hand, gun lying in the tree beside her.



"The night was black. Insects shrilled. Time dragged on. Then, as the girl waited, there was a taint in the air, a faint, musky odor—dry, fetid and sickly. Then a soft rustle... a cold touch on her cheek...



"Every cell of her flesh shrank... warned her to scream...but her throat tightened so that she scarcely breathed. Her veins stood out like knotted cords...



"Dazed with terror, she slid to the ground... and still without voice, flashed her light. The men — unaware of her peril... annoyed to see the light before the pigs came — called angrily. Only the native, born to the jungle, smelled danger.



"The girl, stunned... was helpless. But the native, long the enemy of the boa, attacked. Again and again, the bloody machete struck home. The boa dropped. The girl breathed again!

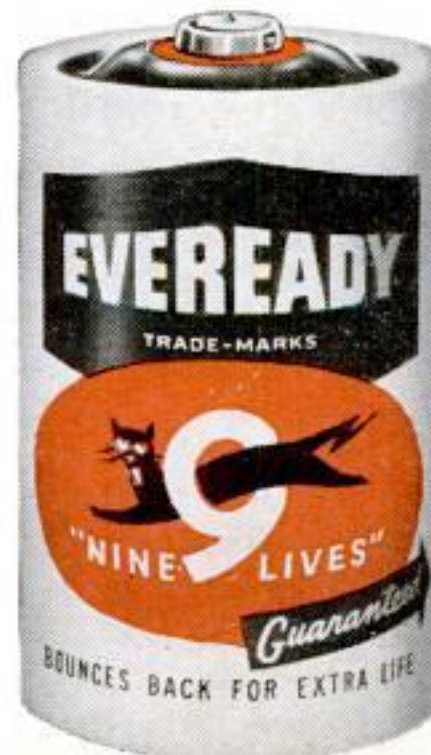


thing to have... and you couldn't get a better battery to save your life! So maybe I am a hero! I sure sell plenty of 'EVEREADY' batteries!"

"That's the story Miss Early told me! And what did I have to do with it? I'm the man who *sold* her those 'EVEREADY' batteries! It got me thinking about the 'EVEREADY' batteries I've sold. How many lives they may have saved...how many accidents prevented? Think of the dark spots in the average home — unlighted attics, stairways and garages, and outside... dark paths, treacherous steps, lonely roads. Yes, a flashlight powered with 'EVEREADY' batteries is a handy



Here's Miss Eleanor Early, famous writer of travel books, visiting me in my store.



**You never
get a dud
with
'EVEREADY'**
*The battery
with "Nine Lives"*

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Speed Champ and Taxi Driver Agree on Choice of Motor Oil!



New Sinclair Motor Oil Keeps Engines In Top Operating Condition For Over 100,000 Miles Without Engine Repairs!

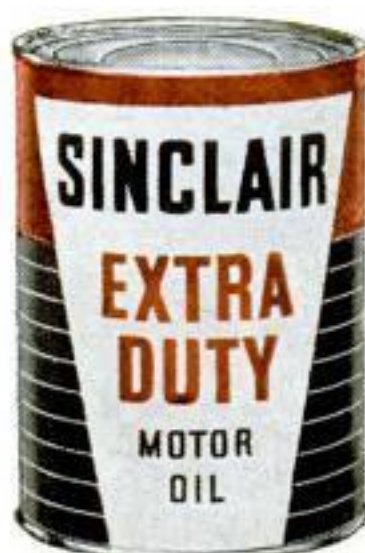


Racing Champ Jack Rutherford used new Sinclair Extra Duty Motor Oil when he recently drove his 12 cylinder Ferrari to a sports car speed record at Daytona Beach. Rutherford insists on Sinclair Extra Duty to insure top engine performance.



Chicago Cab Driver Jim O'Connell, was one of over 1,000 Yellow and Checker cab drivers who gave Sinclair Extra Duty the "world's toughest oil test." During the test cab after cab went over 100,000 miles without engine repairs — oil consumption in cabs using Extra Duty was half as much as in test cabs using other oil. Ask your Sinclair Dealer for Sinclair Extra Duty Motor Oil.

**NEW SINCLAIR
EXTRA DUTY
MOTOR OIL**



LETTERS TO THE EDITORS

CONTINUED

months in Korea. One fellow I placed a lei around was almost in tears. I almost cried too."

MRS. ELSIE WARD
Cottage Grove, Ore.

RISE YOUNG GORILLA

Sirs:

Your pictures of gorilla Phil, who has reached 500 pounds ("A Rising Young Gorilla," LIFE, Oct. 18), recalled the picture (below) you showed of him when he was a baby (LIFE, Sept. 22, 1941). In the story you predicted that Phil would someday weigh 1,000 pounds, and a couple of weeks later you published a letter from Rick Yager of Chicago, Ill., saying that he would buy both you and Phil a year's subscription to LIFE if Phil ever got within 500 pounds of half a ton.

Are you or Phil going to take advantage of the offer?

VERNA T. WILSON
Manchester, N.H.



PHIL IN 1941, 2½ YEARS OLD

● Nobody knows Phil's exact weight since Zoo Director George Vierheller, who estimates Phil's weight at 500 pounds, is afraid scales will make him nervous. He may put on some more weight but is unlikely to reach a half ton.—ED.

Sirs:

George Vierheller should know better than to wear a necktie when he is around Phil. Gargantua grabbed a man's necktie and jerked him against

CONTINUED ON PAGE 15

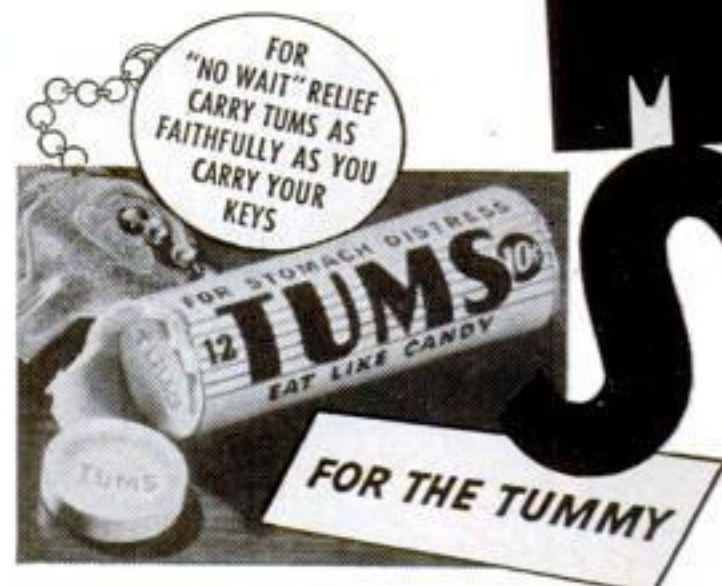
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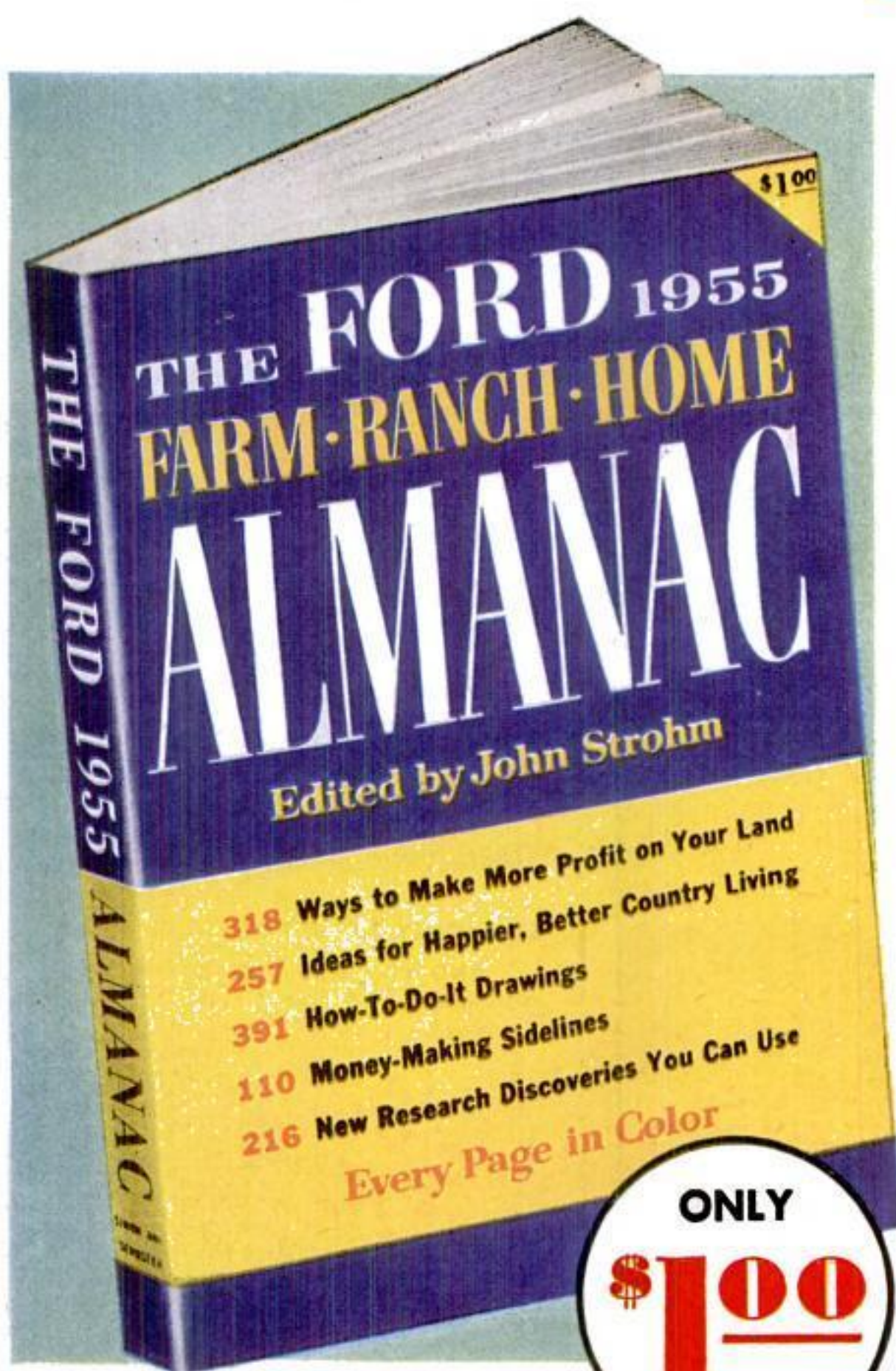
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FORD proudly presents the 1955 Edition of its famous FARM-RANCH-HOME ALMANAC which shows you 1,001 NEW ways to richer country living



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How Can This Indispensable Book Be Sold for Only \$1.00?

With its great store of workable up-to-date information, and its hundreds of full-color pictures, the Almanac is an extraordinary value at only \$1.00. This low price is possible only because of the sponsorship and co-operation of the Ford Motor Company. As part of its public service program, Ford enlisted the talents of John Strohm, one of the country's foremost writers in the agricultural field to prepare this book. The result is an almanac such as you have never seen before; impeccably accurate, a pleasure to read, easy to use.

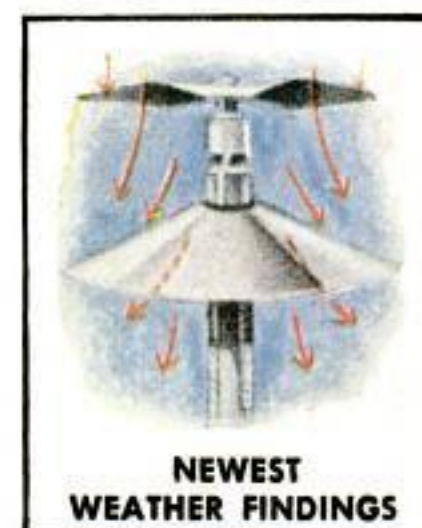
Here you will find the latest 1955 in-

formation on soil conditioners, feeds, hormones, fertilizers, pruning, farm tools, irrigation, animal husbandry, pest and weed control, uses for that "worthless" patch of land, etc. Here are hundreds of ways to get more yield with less work. Ways for country people—and alert suburbanites, too—to save on their income taxes. Things to make that will smooth your work—a window hothouse, an outdoor fireplace, a "floating dining-room," a self-feeder, etc. Hundreds of valuable short cuts for barn and field, garden, ranch, kitchen, and pantry. Simple ingenious inventions to make work easier.

Hundreds of Color Pictures, Diagrams and Reference Tables

Whether you plan to "harvest" eggs, corn, tomatoes, beef, honey or gladiolas—you'll find cash-value help on almost any page of this fact-crammed book. And hundreds of pictures like the ones shown (greatly reduced) on the right of this page help to tell the story of ingenious ways to make your tasks easier

—and more interesting. There are in addition helpful charts, diagrams, and reference tables. There's a gold-mine of information, too, for homemakers, parents, and children. A wealth of "things-to-know" about weather, fishing, prices, etc. No wonder over 500,000 satisfied users quickly exhausted the 1954 edition. The 1955 edition contains completely new, up-to-the-minute information and scores of practical features that appear for the first time.



Meet The Family Who Wrote The Book

John Strohm, Associate Editor of Country Gentleman, wrote all the book except the home and family section, which Mrs. Strohm—a "home ec" graduate—wrote.

A Few of The "Thousand and One" Things in This New 1955 Guide

FRONT PAGE NEWS—How to Put Atoms to Work on Your Farm; Let TV Check Your Livestock; 4 Tips to Get Earlier Tomatoes; New Hybrid Apples; Can Your Own Fresh Milk; 4 New Ways to Grow Corn; How to Weatherproof Your Crops; Grow \$40 in Plant Food Over Winter; Sharp-shooting Weed Killers. Revolutionary New CROP-METER—Enables You to Choose Specific Harvesting Date from the Day You Plant!

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Whether you live on a 100 x 100 plot, a 20 acre part-time farm, 160 acre dirt farm, a 5,000 acre ranch—or just hope to live there some day—get the brand-new 1955 FORD ALMANAC by mailing coupon below. Read it for 30 days. If you aren't convinced it can save or make you hundreds of dollars and bring you a lot of fun too—just send it back and we'll gladly refund your dollar; no questions asked. But hurry. That richer life is waiting for you and your family. Don't let it go to waste. Mail coupon today. SIMON AND SCHUSTER, INC., Publishers, Dept. 98, 630 Fifth Avenue, New York 20, N. Y.

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WHICH TV?



New G-E "Pacer" TV...

for quality extras at lowest prices



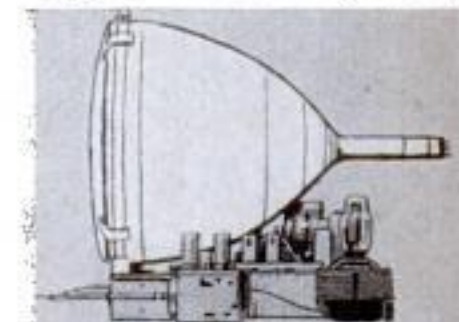
WHY settle for lesser brands...or "stripped" sets of any make? Now, in G.E.'s new low-priced "Pacer" Group, you enjoy G-E quality—with extra features never before offered at any price! Trimmed down in size and price—yes! Trimmed down in performance—no! Dollar for dollar, your new G-E will give you a better picture with trouble-free performance and the most freedom from interference! See your G-E Dealer and—compare! General Electric Co., Radio & TV Dept., Syracuse, N. Y.

Only G-E TV offers these quality features at prices that compare with "stripped" sets...

PACER MODEL FEATURES:



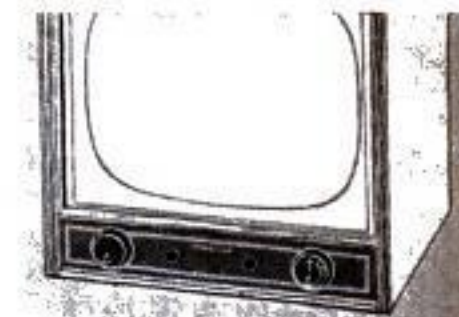
SUPER CASCODE TUNER shrinks miles and mountains for best reception even in fringe areas.



HORIZONTAL CHASSIS—just like bigger, more expensive receivers! More pull-in signal power!



WON'T INTERFERE WITH YOUR OTHER TV. Some TV brands will! Double-shielded against outside sources of interference.



CONTROLS IN FRONT—for greatest convenience and ease in tuning...as in costliest TV sets!

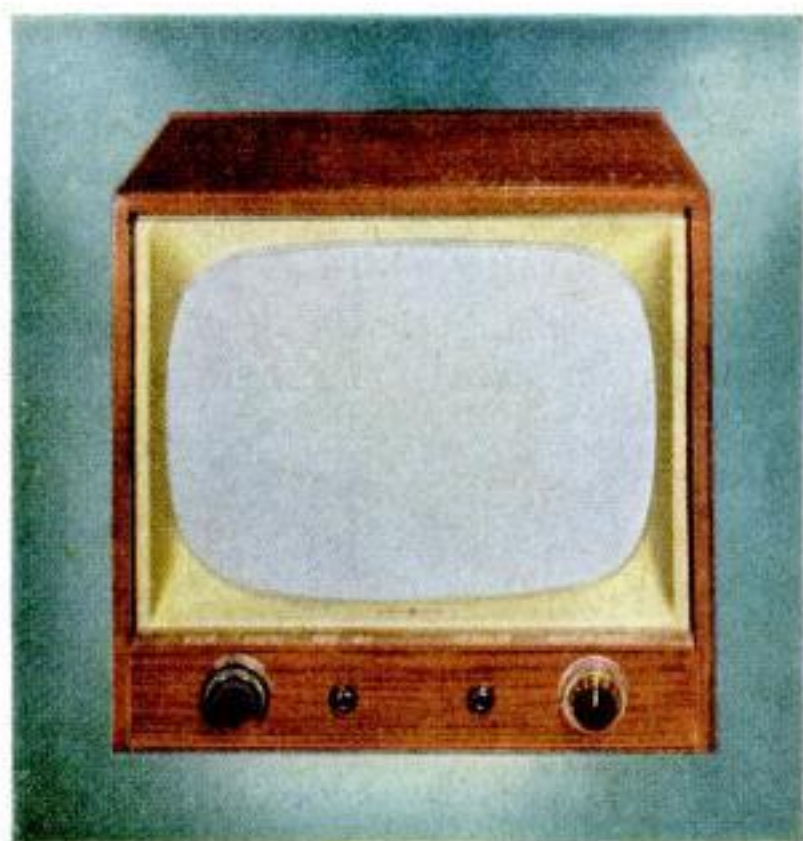


G. E.'s FULL POWER TRANSFORMER—means up to 33 1/3% fewer tube failures. In every Pacer model.

UNDERWRITERS APPROVED.

Protected against shock. Some other makes have "hot" chassis—dangerous to touch!

ONLY \$149.95 FOR 17-INCH "PACER"—and it's a G-E! No "stripped" model for city use only! It's a husky thoroughbred from G.E.'s Electronics Park—headquarters of electronics research. Powerful enough to be your one and only TV...light enough to move to a child's room or den. Trim, compact—styled for today's modern rooms. In rich cordovan (Model 17T14, above) \$149.95 or deep mahogany finish (17T16) slightly higher.



SUPERB 21-INCH "PACER"—with zone area switch, glare-free picture, full-size screen, fine fringe-area reception. In deep-toned cordovan finish, Model 21T17. With famous G-E Aluminized Tube, Model 21T18.



"PACER" 21-INCH CONSOLE—You'd expect to pay more for this new G-E TV console with G-E Aluminized Tube, super cascode tuner, automatic brightness control! Mahogany-veneered all-wood cabinet, Model 21C102.



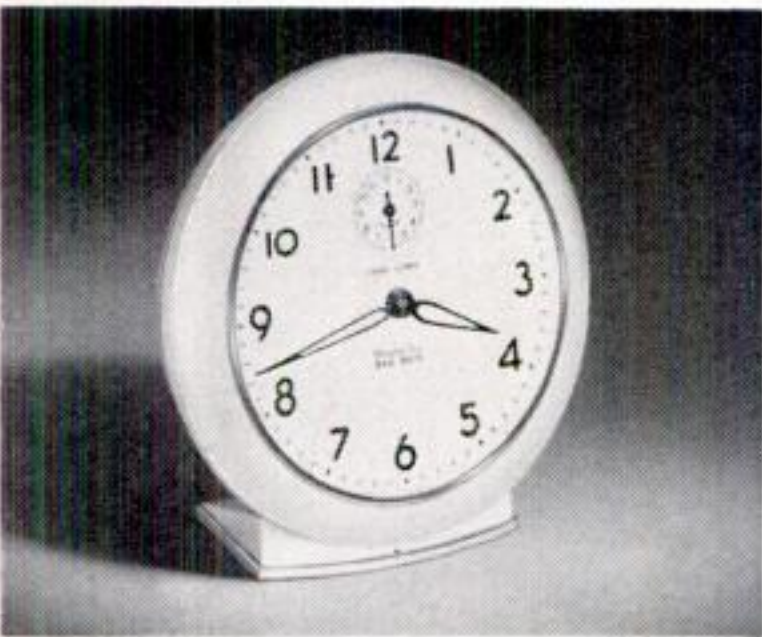
21-INCH "PACER" BEAUTY IN GENUINE MAHOGANY VENEERS—A new low price G-E TV with Aluminized Tube and many other G-E extras. Better pictures, longer life, fine performance. Compare! Model 21T28.

Price includes Federal Excise Tax, one-year warranty on picture tube, 90-days on parts. Bases for table models and UHF slightly extra. Prices subject to change without notice.

General Electric Comedy Theatre Presents
"THE RAY MILLAND SHOW"
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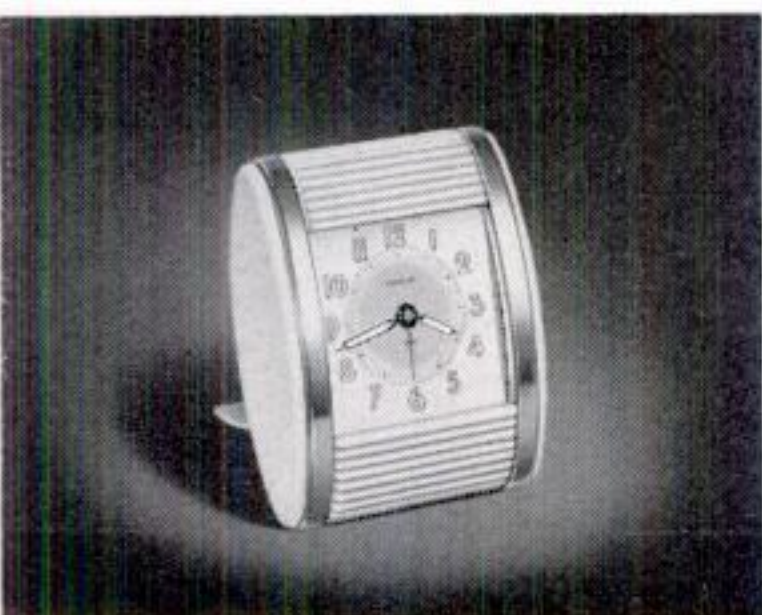


THE QUIET TYPE? You'll want the quiet companionship of **BIG BEN CHIME ALARM, SPRING-DRIVEN.** He has a quiet tick and a two-voice alarm. When it's time to rouse you, "first he whispers... then he shouts." Ivory finish. \$6.95. With luminous dial, a dollar more.

There's a
WESTCLOX
to fit your
personality



HAIL FELLOW, WELL MET? The clock for you is world-famous **BIG BEN LOUD ALARM, SPRING-DRIVEN.** He has a tick you can hear, and a deep, intermittent "fire alarm" gong that wakes the heaviest sleeper. Black or ivory finish. \$5.95. With luminous dial, a dollar more.



ALWAYS ON THE GO? Take along the **TRAVALARM, SPRING-DRIVEN.** His shutter front and easel back close up like a clam. Tucks easily into corner of a bag. Flip him open—he's on duty and on time. Non-breakable crystal. Luminous dial. Ivory or walnut finish. \$7.95.

Prices do not include tax and are subject to change

WESTCLOX
made by the makers of **BIG BEN**
La Salle—Peru, Illinois
Products of **GT** Corporation
GENERAL TIME

LETTERS TO THE EDITORS

CONTINUED

the bars. If the tie hadn't broken, Garantua might have killed him.

FREDERICK C. INGRAM
Jackson, Mich.

● Vierheller has trained Phil to keep his hands down while he gets his beer, steps back immediately if Phil raises them.—ED.

Sirs:

Phil is a mere "child" compared to Bamboo, Philadelphia zoo's 28-year-old dean of all captive gorillas. Bamboo was about one year old when he came to Philadelphia, and is setting an all-time longevity record.

LEONORE BRANDT
Cincinnati, Ohio



BAMBOO HURLING A MELON

● Bamboo, shown above hurling a watermelon at guests at his 1947 birthday party, keeps in pitching trim by eating only 10 pounds of food a day. Phil stuffs in 22 pounds. But at 28 Bamboo is getting slack-rumped and gray while Phil, 14, has the best of life ahead of him.—ED.

KING OF TORTS

Sirs:

A hearty vote of thanks from this insurance agent for your attempt to educate the public regarding Mr. Belli and the many other "Kings of Torts" (LIFE, Oct. 18) that are picking the public's pocket daily.

R. G. CULBERTSON
San Diego, Calif.

Sirs:

We who are insurance examiners have enough trouble these days with outrageous demands without your publishing an article which will undoubtedly cost insurance companies millions.

NELSON K. REID
Burlington, N.C.

Sirs:

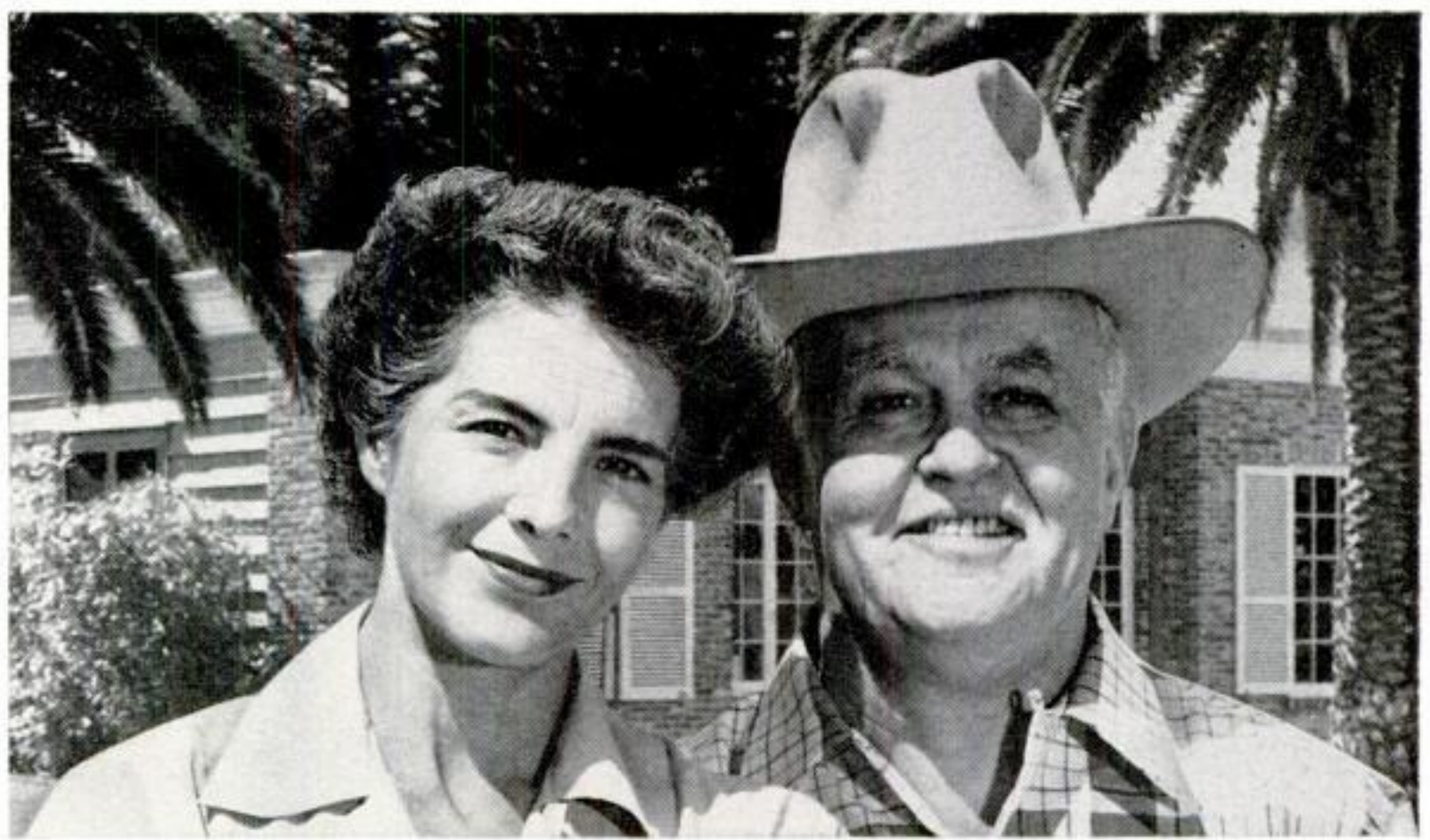
... What about the exorbitant operating expense of insurance companies? Let's not fool the public. We need more attorneys like Mr. Belli.

JACK M. CARSON
Beaumont, Texas

Sirs:

Wouldn't it be ironic if Mr. Belli stepped in front of an automobile operated by a judgment-proof farmer whose accident liability policy had lapsed due to nonpayment of premium because the old farmer couldn't pay the higher premium which was brought about by the excessive judgments obtained by Belli?

LESTER E. STRINGER
Columbia, S.C.



How We Retired in 15 Years with \$250 a Month

"The day Nancy and I hit Arizona, we knew it was for us. The air itself felt alive, and the sunshine—well, it was wonderful. We bought a new ranch house that cost less than the price we got for our city home—and is lots less work. Every single morning I've waked up since, I've been thankful to the monthly check for \$250 that makes it all possible.

"Somehow, in my forties it was hard to believe I'd want to slow up someday. Fact is, Nancy was the smart one. One day she came to me—back in 1939, it was—and took out the bank book. 'We've got to do something,' she said. 'Any-one who works as hard as you do ought to be able to plan to retire someday. We just aren't savers.'

"I knew that. 'Want to try a business of our own?' I asked.

"Nancy shook her head. 'You know we haven't enough money for that—experience, either. How much would we have to save up to retire on bank interest?'

"Well, interest rates were higher in '39, but I figured almost a hundred thousand. It was out of the question. And I shrugged it off.

"But not Nancy. A few weeks later she came to me with a little book called 'Phoenix Mutual Retirement Plans.' She said she'd

read an ad about a new way to retire. It was for anybody of average means who had fifteen or twenty good earning years ahead. The ad offered more information, and she sent in the coupon.

"It was Nancy's little book that changed my mind. Here was a way I could retire—and in 15 years, if I wanted to. There was no secret, except to start soon enough. And I did. Well, my Phoenix Plan was a greater joy as time went by.

"My first check for \$250 came last spring. With it, Nancy and I were off to the West. I feel ten years younger since I got here. I say it's the Arizona air. But Nancy winks and says it's being my own boss. Anyway, I wouldn't change places with our company president."

Send for Free Booklet

This story is typical. Assuming you start at a young enough age, you can plan to have an income of \$10 to \$250 a month or more—beginning at age 55, 60, 65 or older. Send the coupon and receive, by mail and without charge, a booklet which tells about Phoenix Mutual Plans. Similar plans are available for women—and for employee pension programs. Don't put it off.

Send for your
copy now.

ESTABLISHED 1851

PHOENIX MUTUAL

Retirement Income Plan

GUARANTEES YOUR FUTURE

PLAN FOR WOMEN	PLAN FOR MEN
<p>PHOENIX MUTUAL LIFE INSURANCE CO. 986 Elm Street, Hartford 15, Conn.</p> <p>Please mail me, without cost or obligation, your illustrated booklet "Retirement Income Plans for Women."</p> <p>Name _____</p> <p>Date of Birth _____</p> <p>Business Address _____</p> <p>Home Address _____</p>	<p>PHOENIX MUTUAL LIFE INSURANCE CO. 986 Elm Street, Hartford 15, Conn.</p> <p>Please mail me, without cost or obligation, your 28-page illustrated booklet, showing how to get a guaranteed income for life.</p> <p>Name _____</p> <p>Date of Birth _____</p> <p>Business Address _____</p> <p>Home Address _____</p>

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TOWERING OAKS AND TALL STUMPS RISE AMID A VEIL OF FOG AND OF SMOKE FROM OAK-BURNING PITS



SPEAKING OF PICTURES

**Foggy forest on mountain
has eerie stage-set look**

Ten thousand feet up in the Talamanca mountain range of Costa Rica lies one of the most eerie landscapes inhabited by man. For most of the year clouds enshroud the slopes and create a never-ending fog. Twisted oaks, covered with hardy lichen and moss, stand in grotesque silhouette. On the slopes Costa Ricans make their living converting hardwood into charcoal for sale in the towns below. An American photographer named Ray Witlin visited the area recently. He brought back in his pictures the misty, unreal beauty of Talamanca's landscape and the charcoal burners moving across it like ghostly figures in a paper cutout scene.



← AFTER DAY'S WORK TOGETHER, FATHER AND FIVE SONS HEAD HOMEWARD



THEIR SHOULDERS WARMLY WRAPPED WITH EMPTY CHARCOAL SACKS, HERMINIO TENSIO AND TWO SONS STRIDE TO WORK THROUGH A GROVE OF TWISTED TREES

FEDERAL ROASTER SPECIAL!



**NEW! LOW
INTRODUCTORY
PRICE!**

\$1.19

SLIGHTLY HIGHER IN
DISTANT POINTS AND CANADA

These will go fast! Get yours now!

Preserve those delicate meat flavors and mouth-watering juices.
Cook your fowl or roast in a *real* Federal roaster—the choice of
good cooks for generations!

—at your favorite housewares counter

Choose your favorite style and
size from the line of the World's
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manufacturer of Roasters . . .



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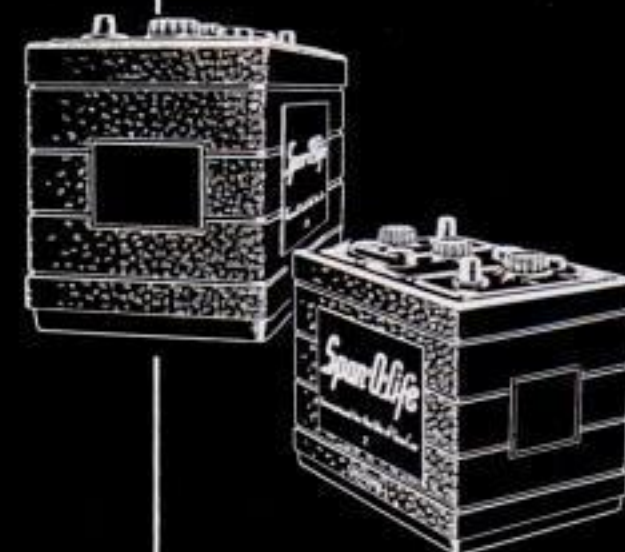
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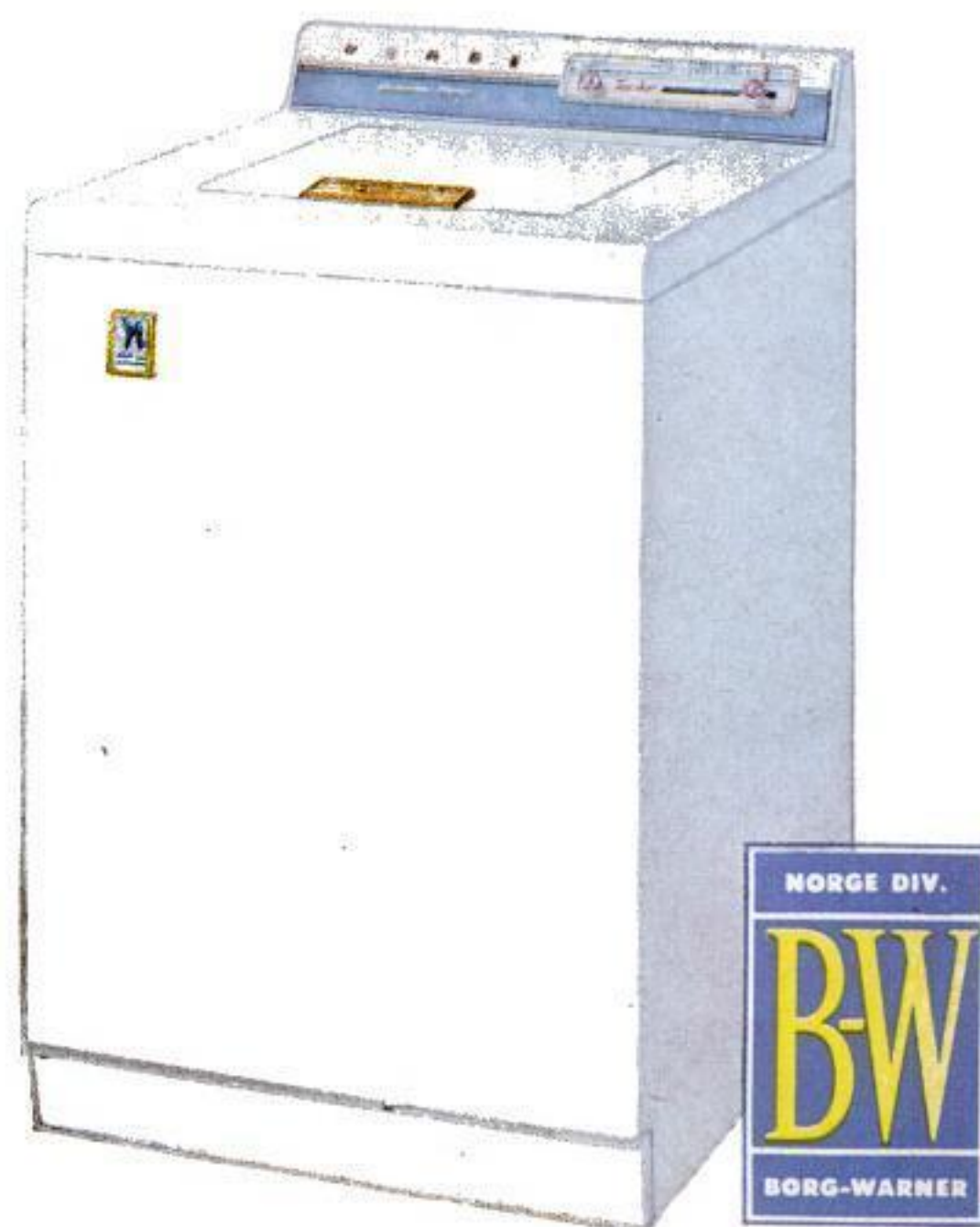


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EISENHOWER-WALKER ORIGINAL ON DISPLAY, REPORTER'S SATURDAY NIGHT WORK

A FEW PLAUDITS—EXPECTED AND UNEXPECTED

A variety of cheers, loud and small, were heard last week. They echoed above New York where Queen Mother Elizabeth was nearly mobbed (pp. 137-142) by loyal Manhattanites. In Havana, some cheers, not entirely unexpected, greeted Ernest Hemingway's receipt of the 1954 Nobel Prize for Literature (pp. 25-29). In these, of course, LIFE joined, recalling proudly that Hemingway's *The Old Man and the Sea*, honored in the Nobel citation, appeared first in our pages (Sept. 1, 1952).

But an unexpected honor came to another LIFE contributor last week during President Eisenhower's meeting with German Chancellor Konrad Adenauer. Discussing hobbies, the President held up one of his recent paintings (above), and one member of the White House press corps, LIFE Photographer Hank Walker, exclaimed, "Hey, that's my picture!" He was referring to his study of Secretaries Dulles, Humphrey

and Wilson (LIFE, Jan. 18, 1954) which, explained the President to his guest, drew his interest because the subjects seemed to be floating in the air. The problem, said the President, was "how to handle that in a painting." "I thought he handled it very well for an amateur," observed Walker, "almost as good as the photograph."

In West Hartford, Conn., meanwhile, where the numerous Myles Standish family enjoyed their busy Saturday night (pp. 168-175), LIFE received even more direct, if still more unexpected, plaudits. Flabbergasted Mrs. Standish, after watching her son Ricky, 5, run upstairs and wash his face and ears not once but three times for Photographer Esther Bubley, sighed to Reporter Susan Neuberger (above, with Myles Jr. and friend), "My, I wish you'd come every Saturday night—those children never looked so clean in their lives!"

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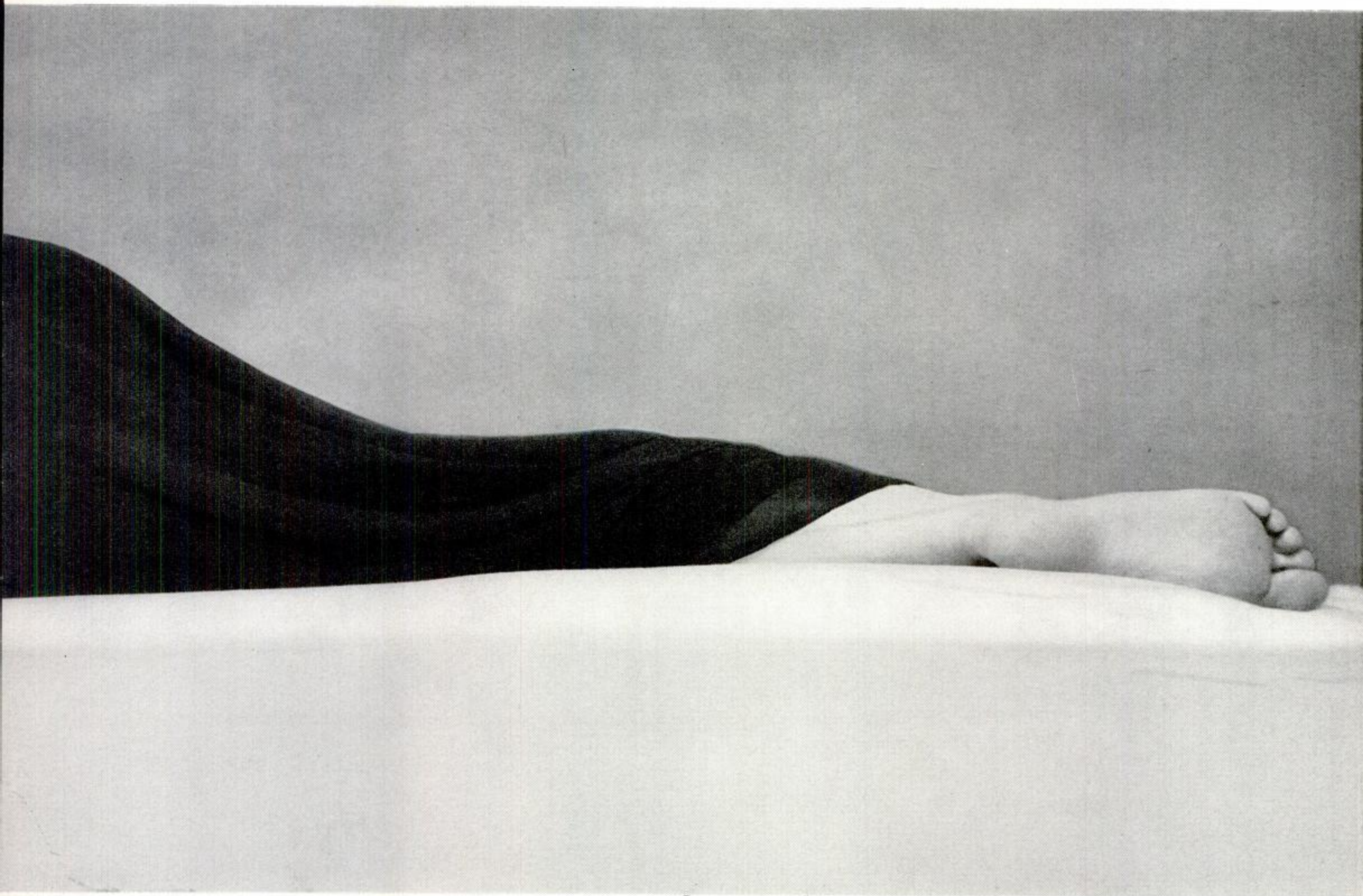
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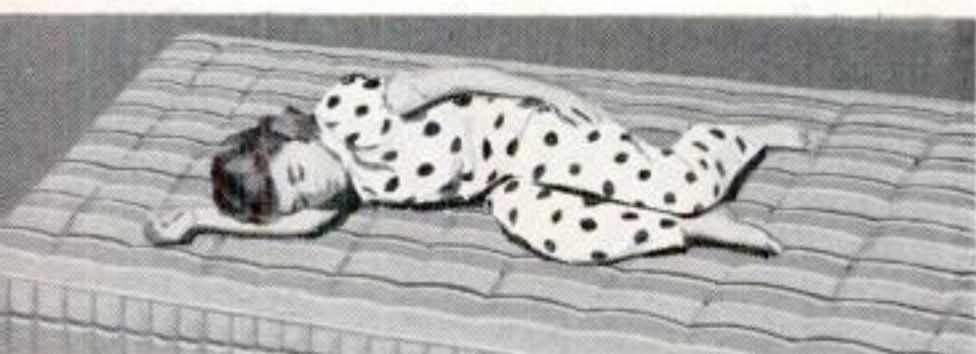
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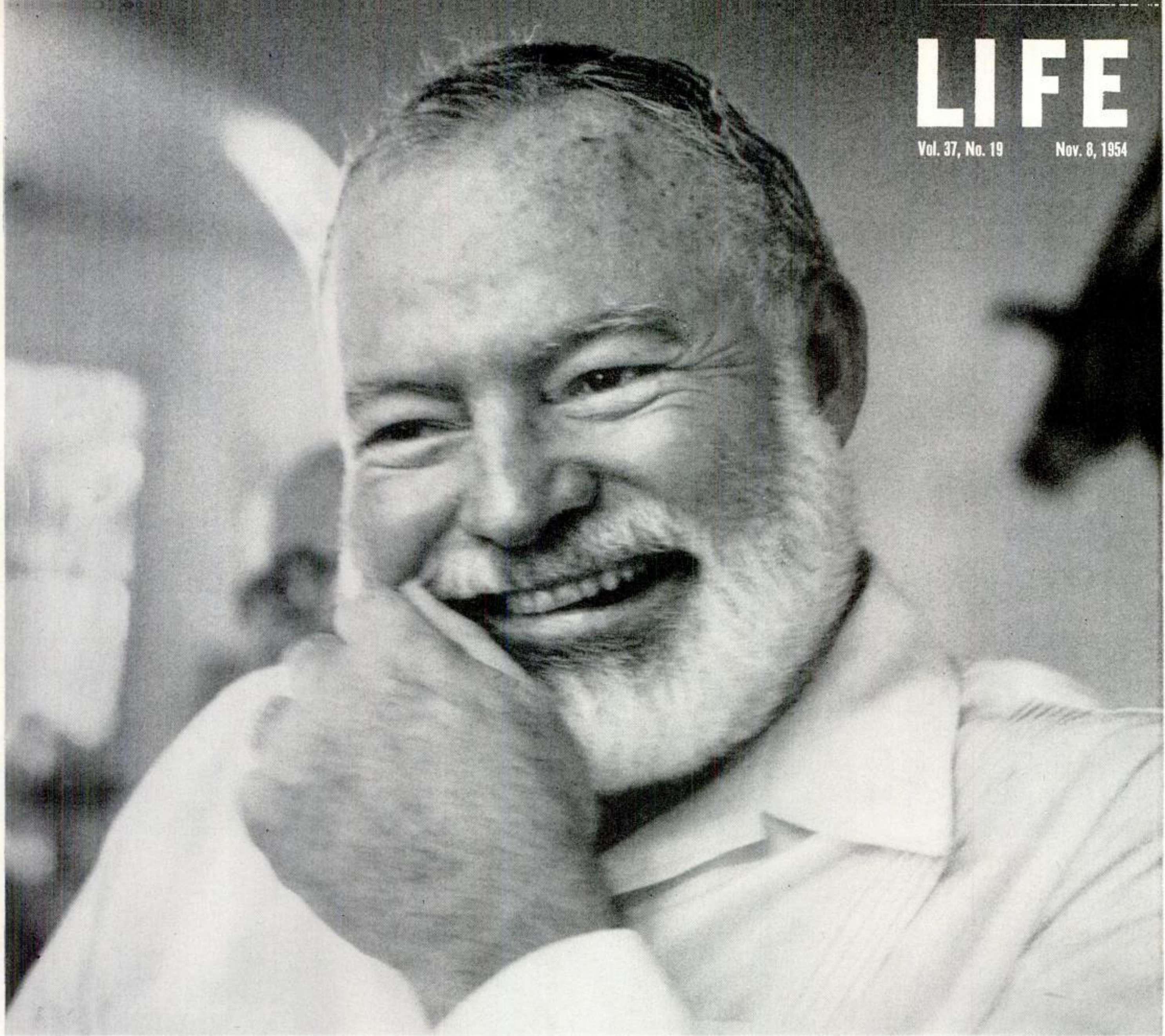
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WITH HAPPY SMILE LIGHTING HIS FACE, ERNEST HEMINGWAY ABSENTLY PULLS ON HIS WHITE STUBBLE BEARD AS HE CELEBRATES RECEIVING THE NOBEL PRIZE

THE OLD MAN LANDS BIGGEST CATCH

Ernest Hemingway had almost missed his biggest literary catch of all. In 1953 the Swedish Academy, awarding the Nobel Prize for Literature, considered him but decided in favor of Winston Churchill, having in mind the British author-statesman's advanced age. In the intervening year, while the 79-year-old Churchill calmly flourished, the 55-year-old Hemingway crashed twice in airplanes and was all but burned alive in a bush fire. His skull was fractured, his spine broken and a kidney was ruptured. But he lived on to read and enjoy his own obituaries. And last week he finally landed that big prize fish.

A wire from Stockholm boated it for him. "For his powerful, style-forming mastery of the art of narration, as most recently evinced in *The Old Man and the Sea*," read the wire, Ernest Hemingway, foremost of American storytellers, was awarded

the Nobel Prize for Literature, the fifth American to win this 53-year-old international award. The story especially singled out for mention by the committee, *The Old Man and the Sea*, had appeared first in LIFE (Sept. 1, 1952) with the drawing at left as one of the illustrations. It had already won Hemingway a 1953 Pulitzer prize.

As Nobel winner Hemingway will receive a gold medal, an illuminated diploma and \$36,000 in cash, which is a very good thing because, when the wire came, he was \$8,000 in debt. Since he has not yet fully recovered from the injuries he suffered on his trip to Africa last winter, he will not be able to journey to Stockholm for the traditional presentation ceremonies and acceptance speech. But from now on there will be a new sparkle on his glittering career (*next pages*) as warrior, sportsman and worker.



THE BUSY VIOLENT LIFE OF A MAN OF LETTERS



BABY PORTRAIT shows Ernest Hemingway (left) with sister Marcelline. He was second of six children of a prominent doctor in Chicago suburb of Oak Park.

Ernest Hemingway has been called "the bronze god of the whole literary experience in America." No other has been more closely studied by the American young, none more widely imitated. Courage has been his preoccupation and he has studied it in boxing and bullfighting and the wars. But writing has been his occupation and amid all life's distractions—women, drink, conversation—he has never neglected it. From his typewriter year after year has come a long list of short stories and novels—*The Sun Also Rises*, *A Farewell to Arms*, *For Whom the Bell Tolls*—which millions of his generation have read.



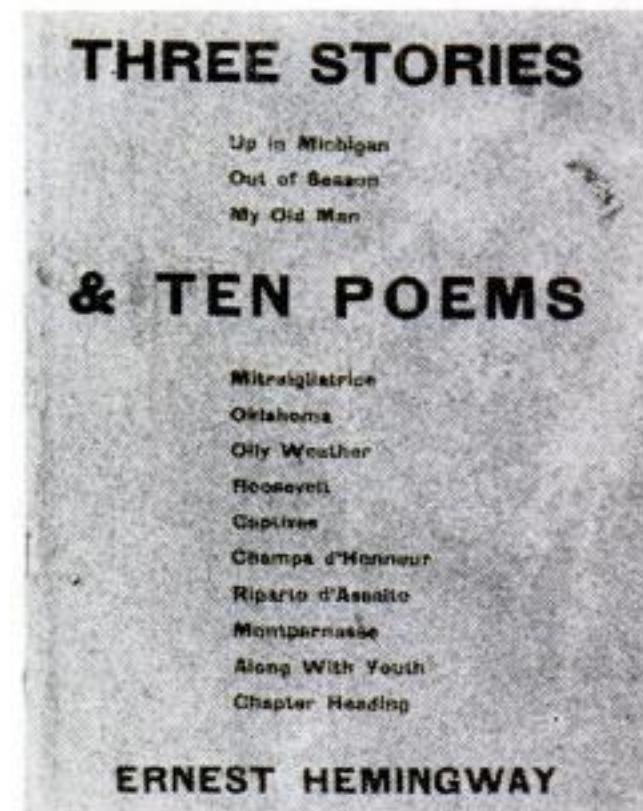
EARLY KILL, a porcupine, is proudly inspected by the youthful Ernest. His father gave him a gun when he was 10 and hunting has been a lifetime passion.



WOUNDED WARRIOR, Hemingway in Italy in World War I was hit in legs by 237 steel bits from mortar burst.



FIRST MARRIAGE, to Hadley Richardson, boyhood sweetheart, took place in 1921. They were divorced in 1926.



HIS FIRST BOOK, *Three Stories and Ten Poems* was printed in paperback form in Dijon, France in 1923.



BOHEMIAN DAYS found Hemingway affecting odd hats. He was friend of Gertrude Stein, F. Scott Fitzgerald.



WAR IN SPAIN found Hemingway, again working under fire, sending newspaper dispatches from shell-torn Madrid. He also wrote a play, *The Fifth Column*.



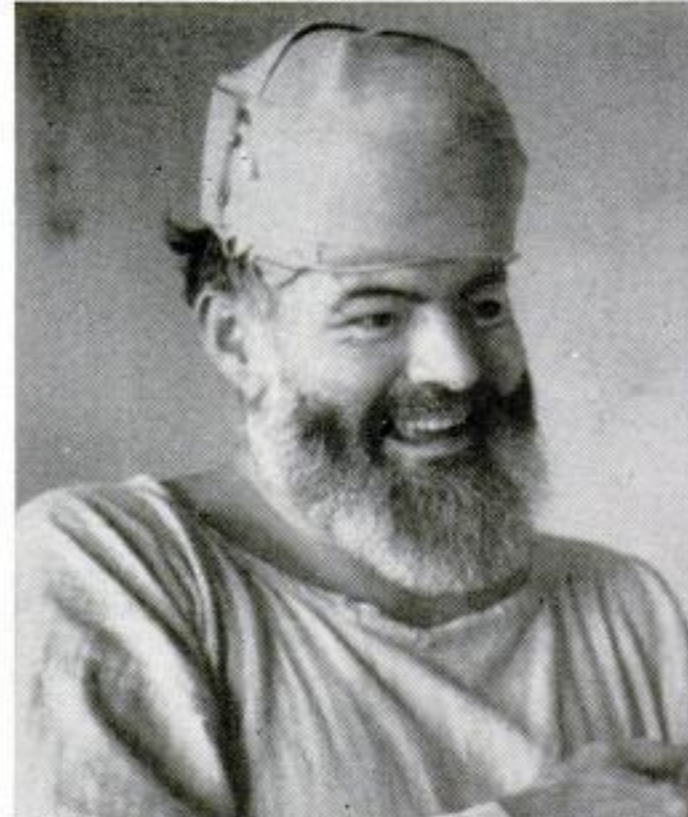
LIQUID BREAKFASTS helped relieve the strain as the war ground miserably on. Hemingway, deeply stirred, raised \$40,000 for Loyalist ambulances.



NEAR THE FRONT Hemingway talks with refugees driven from homes by fighting. From these experiences came his fine novel *For Whom the Bell Tolls*.



BACK AT THE WARS, Hemingway flew over France in 1944 in an RAF plane, then went ashore as a correspondent with the invasion but quickly switched to combat in the French guerrilla forces.



BLACKOUT VICTIM, Hemingway was hurt when an auto in which he was riding in London ran into water tank.



BACK IN PARIS, Hemingway chats with Sylvia Beach, bookshop owner and James Joyce's publisher, and Writer Janet Flanner, friends of Left Bank days.



IN HIGH SCHOOL he was torn between urgings of father to study medicine and of mother who wished him to become a musician. He wanted to be a writer.



SECOND MARRIAGE to *Vogue* Magazine Writer Pauline Pfeiffer took place in 1927. It added two more sons to the one, John, he had by first marriage.



THIRD MARRIAGE, to Writer Martha Gellhorn, took place in 1940. They honeymooned covering war in China.



FOURTH MARRIAGE, to Correspondent Mary Welsh, took place in Havana in 1946. Some years earlier he had moved his home to Cuba from Key West.



FIRST AFRICAN EXPEDITION in 1934 brought Hemingway much more than antlers and other hunting trophies. From it came a book. *The Green Hills of*

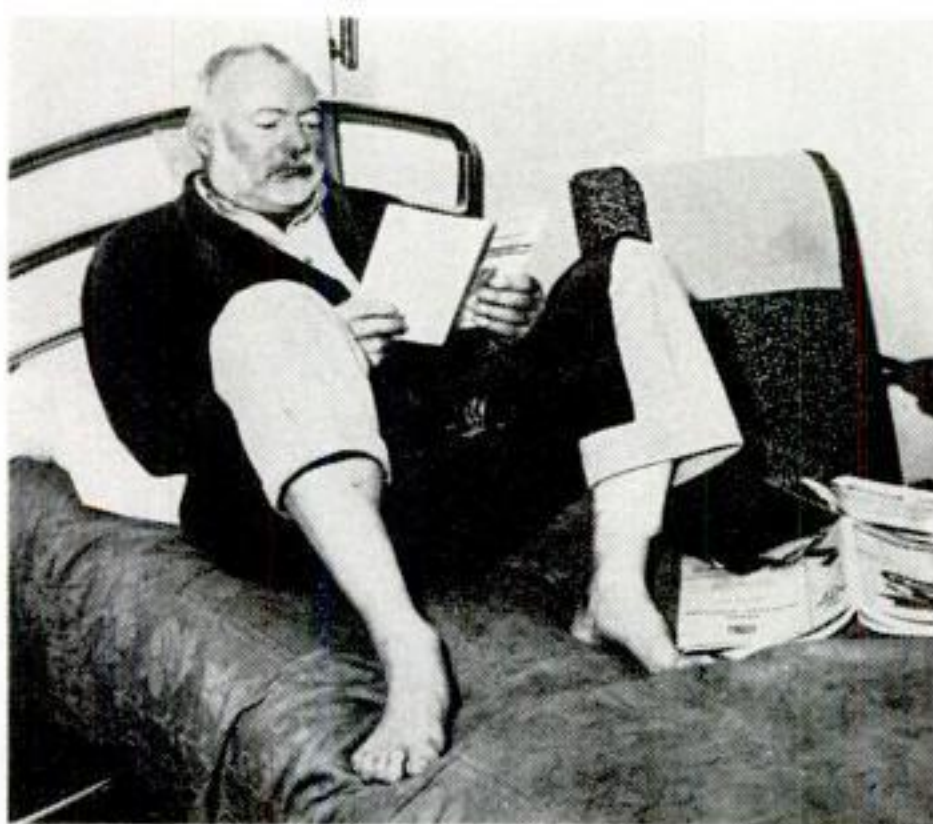
Africa, and background from which he wrote two of his most famous short stories, *The Snows of Kilimanjaro* and *The Short Happy Life of Francis Macomber*.



SUN VALLEY EXPEDITION in 1941 was a rest between wars for the hard-drinking Hemingway. He turned back to his old fascination for hunting and for long peaceful days, forgetting the world in turmoil, concentrated on potting birds.



WORKING HABITS, deep in Hemingway, kept him busy on manuscripts even during his Sun Valley vacation.



AFTER PLANE CRASHES in Africa last winter, Hemingway rested in Nairobi hotel. But he did not realize for months how badly he had been injured.



WELCOME HOME sign greets Hemingways on return to Cuba from Africa. Cuban government has given Hemingway its highest decoration for foreigners.



WIFE AND CAT peer worriedly into living room to see if Hemingway is tiring. She keeps sharp eye

on him, getting him to bed by 10:30, making sure that he obeys doctor's orders not to fish or drink.

Hemingway CONTINUED



KISS FOR MARY comes after Hemingway at first refused then, agreeing, laughed, "It's very nice."

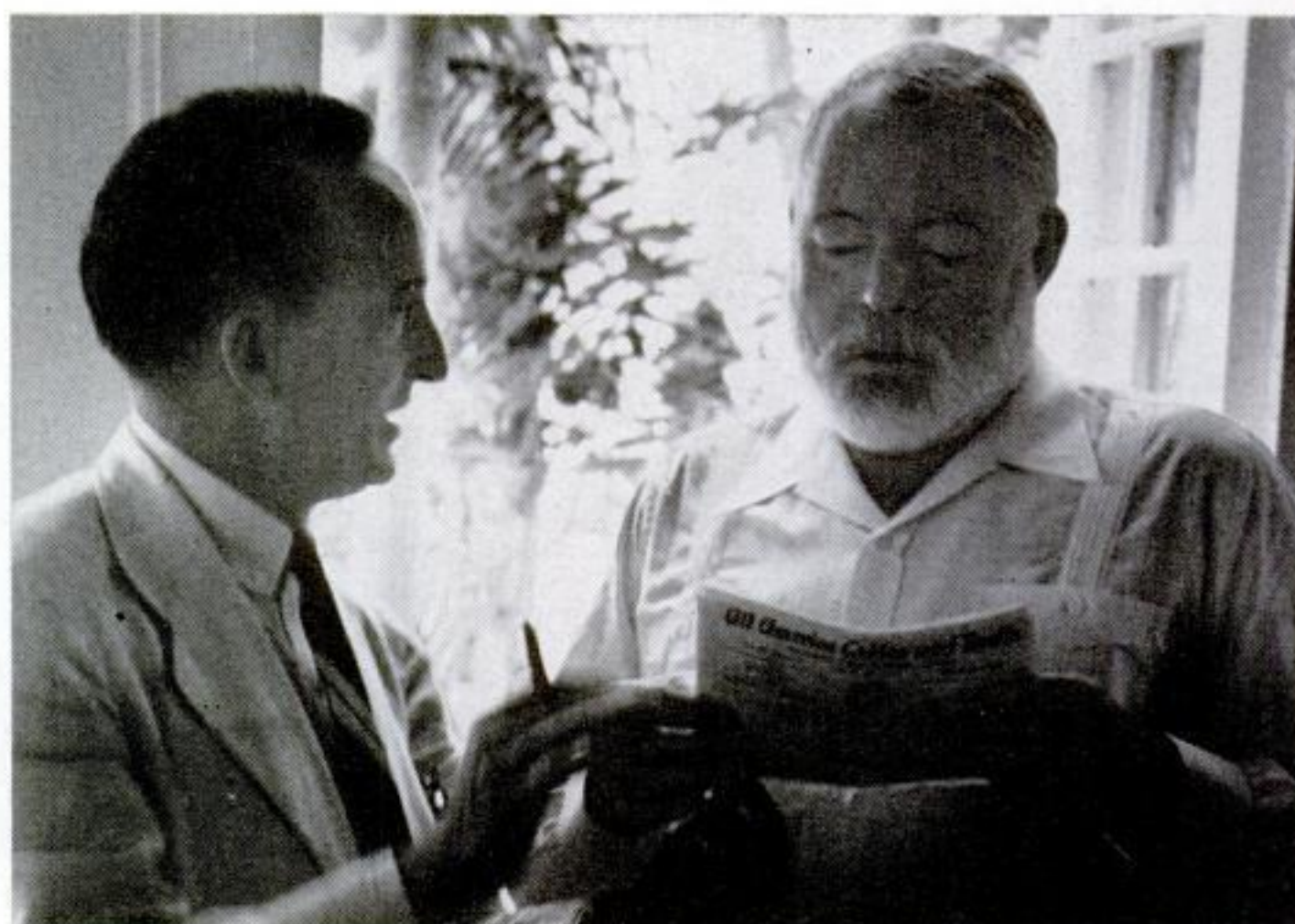
A SHORT TIME OUT: 'I HAVE TO HURRY...'

In the centuries-old Spanish house he occupies near Havana with his wife, seven dogs and 18 cats, Hemingway was in an expansive mood on his great day. For the first time in months he "broke training" and took a drink to celebrate. He limped about talking happily, showed guests how he works standing before a bookcase on which he has a typewriter (for writing dialog) and a pad and pencil (for writing description). He is working, he disclosed, on a short story which has already run to 30,000 words—half a novel. After the African crash, he related, a doctor had told him, "You should have died immediately after the accident. Since you did not, you should have died when you got those bush fire burns. However, since you are still alive, you won't die any more if you will be a good guy. . . ." But in spite of all this he said he looked pretty robust and would make a fine-looking corpse one day.

In fluent Spanish he greeted Cuban newsmen who jammed into the house for interviews and for the Cuban TV audience got off a jovial warning: "This will notify any friends planning to put the bite on me that the money hasn't arrived from Stockholm yet." He added later, "I'm not a very solemn man, but I'm serious when I work. I don't expect to live more than five years more and I have to hurry."



BRINGERS OF THE WORD, Alle Lindquist of the Stockholm *Tidningen* (left) and Per Persson of the *Svenske Dagbladet*, show Hemingway story on award.



THE OFFICIAL MESSAGE was given Hemingway by Francis L. McCarthy, U.P. Havana bureau manager, who had taken over phone in Hemingway's kitchen.





RAVAGED BUILDINGS lost their fronts when surging streams of water and mud undermined the foundations. More than 70 people were lost in this one area.



CRUDE COFFINS of unidentified dead, each one marked with a number, are lined up in Salerno Cathedral colonnade for final blessing by the bishop (left).



SURVIVORS AT SALERNO CEMETERY, COMFORTED BY PRIESTS, BREAK DOWN



MASKED MALE NURSES, their faces covered as sanitary precaution, carry coffins from Salerno Cathedral. For health reasons services were held outside.



AND SOB ON SHINY METAL CASKETS PROVIDED BY CITY FOR THE MASS BURIAL. WOMAN IN LIGHT COAT (CENTER) WEEPS BITTERLY ON HER MOTHER'S CASKET

A SORROWING SALERNO

Death and destruction revisit old battleground

Not even in World War II, when U.S. troops stormed ashore on its beaches, did Salerno suffer the terrible destruction and grief that beset it last week. A cloudburst sent a great torrent of water into the city and steep hills behind. Then crushing rivers of mud streamed down from eroded olive groves, swallowing up livestock, shearing off the fronts of hundreds of homes and crumbling others completely. From the wreckage of one apartment rescue workers dragged 26 bodies, all members of a single family. Then they came on a crib floating in a muddy pool under another house. In it was a 15-month-old baby, luckily still alive. At least 250 bodies were found in the city and neighboring villages, and Salerno, still hunting others, turned to the sorrowful task of laying its victims to rest. At the cemetery hundreds of men and women, some still too dazed to speak and others shrieking and sobbing so violently they had to be carried away, hovered over what seemed like an endless row of coffins.



BEREFT SURVIVOR, Vincenzo Pappalato, weeps on the coffin of one of his 26 relatives killed. His wife (behind him) and his two children were unhurt.



EUNICE, 16

HOW THE FAMILY OF GIRLS GREW AND GREW AND GREW



ALMA, 15



ELAINE, 14



IRVENA, 13



ROSALIE, 11



JANET, 10



JANICE, 10



DONNA, 8



HAZEL, 7



RAEJEAN, 5



ELEANOR, 4



JOYCE, 3



LORENE, 1½

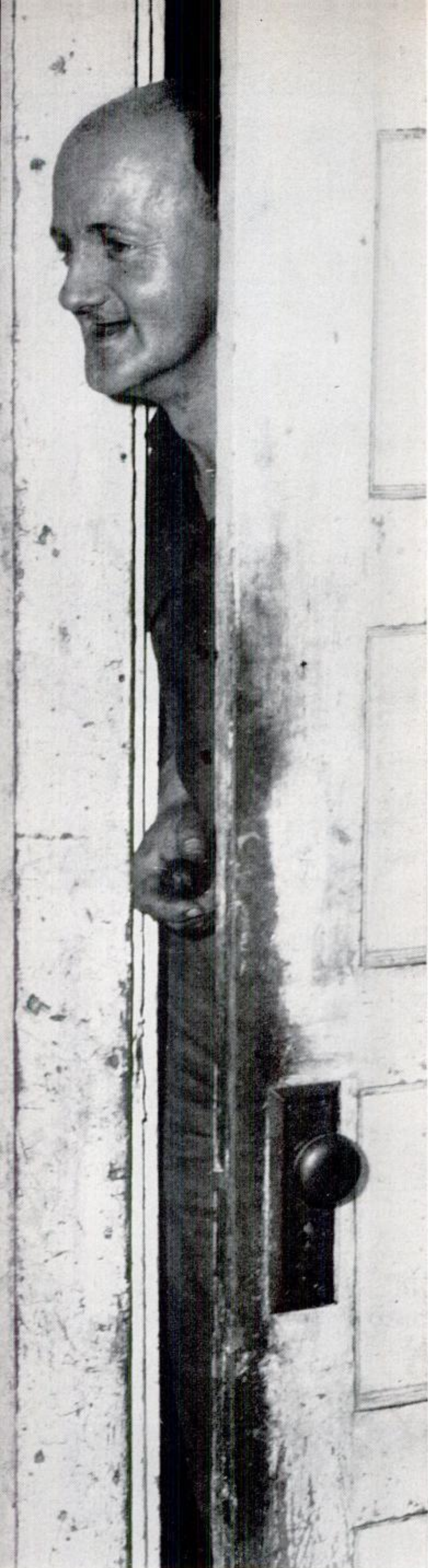


PAPA BROOKS POKES HIS HEAD INTO THE KITCHEN TO ANNOUNCE THE HAPPY

A BOY AT LAST

The largest all-girl family in the country gives up its title

For Lloyd Brooks, 39, a \$50-a-week truck driver of Pittsfield, Maine, it was about time. Ever since his marriage in 1937 he had yearned for a son. But over and over again Mrs. Brooks presented him with daughters—once with twins—until the family of 13 girls, who live with two dogs, a parakeet and a rabbit in a small converted schoolhouse, became a local attraction.



NEWS OF A BOY TO HIS WAITING DAUGHTERS

As Mrs. Brooks's time again drew near last month, friends began sending pink clothing.

Then, amazingly, Leslie Benjamin arrived (*right*). Though the daughters were sorry they could no longer claim to be America's largest all-girl family, papa Brooks boasted he had won a bet that it would be a boy. He had to admit, however, that he had lost the previous 13 bets.



FATHER WITH DIAPERS drying helps daughters prepare for a now-familiar siege. While waiting for the baby the girls spent their time knitting and playing hillbilly records. He was 10 days late.

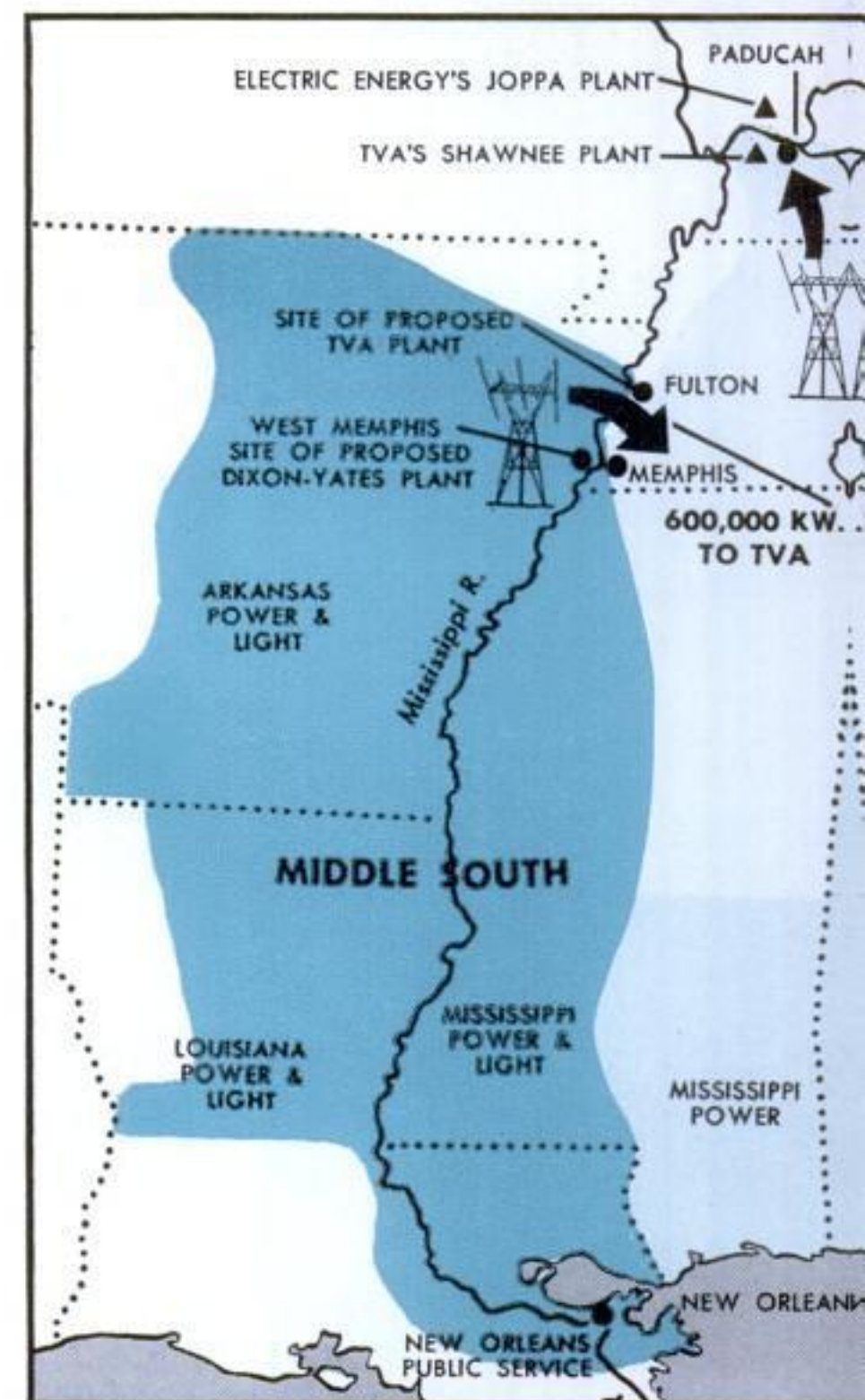
MOTHER AND CHILD (*below*) visit with each other the day of the birth. Mrs. Brooks is 37, had her first child at 22. Papa Brooks says he will add to the house so Leslie can have a room all to himself.





EDGAR DIXON is president of \$500 million Middle South Utilities, Inc., with subsidiaries in three

states (map). His firm would own 80% of new company, to be called Mississippi Valley Generating Co.



UTILITY EMPIRES run by Dixon (dark blue) and Yates (light) border TVA. Power

MEET DIXON

Their power proposal for AEC

Two gesticulating gentlemen (*left and right*) whom few Americans would recognize but whose names Democrats hurled as epithets in the campaign are watching Washington this week. The Senate-House Committee on Atomic Energy is preparing to judge something called the Dixon-Yates contract.

The Dixon-Yates furor began in mid-June when President Eisenhower told the Atomic Energy Commission to negotiate with utility executives Edgar Dixon and Eugene Yates for construction of a huge power plant. Power would be delivered to the Tennessee Valley Authority which would sell an equal amount to the AEC's vast Paducah, Ky. installation.

Opponents roared that the plan was an

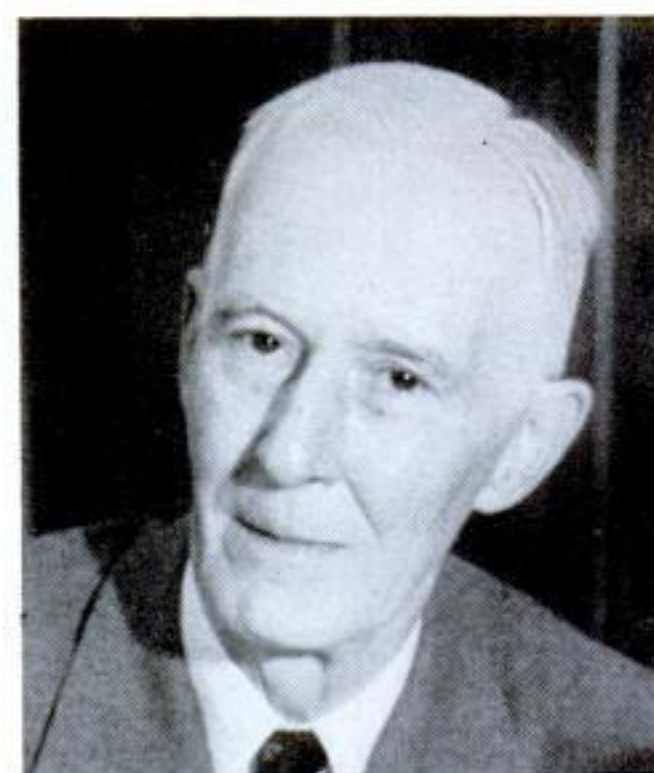
A QUARTET OF DIXON-YATES OPPONENTS



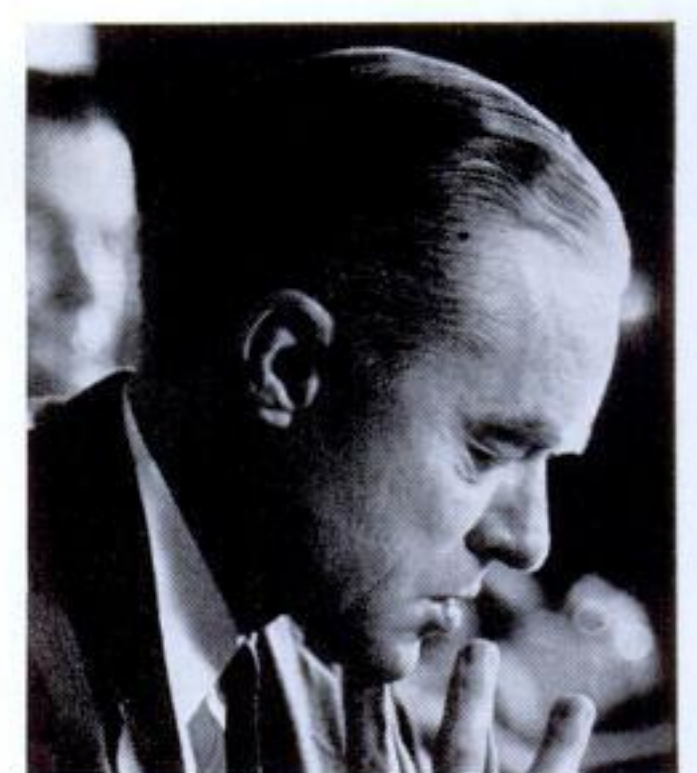
TENNESSEE SENATOR Albert Gore led the filibuster against Dixon-Yates and tried to kill the proposal.



NEW YORK FINANCIER Walter von Tresckow offered alternative plan which AEC rejected as "uncertain."



ARKANSAS BANKER Arthur McLean testified Dixon firm was "corrupt, ruthless," was sued by utility.



EX-CHAIRMAN of TVA Gordon Clapp told Senate committee plan was unsound economics and engineering.



sold to TVA from West Memphis, Ark. plant would replace what TVA sells AEC plant (top).

AND YATES

generates political controversy

attempt to halt TVA. They insisted that TVA could supply the needed power for \$5.5 million a year less through a proposed Fulton, Tenn. plant, declaring that TVA's new Shawnee plant had been built more economically than the privately built Joppa, Ill. plant. They charged the Dixon-Yates combine ran no risk and was guaranteed an unduly high profit.

President Eisenhower last week defended the contract. Other proponents were ready to argue that it would provide power at a cost comparable to TVA when the latter's tax-free status was considered. This week the Administration was determined to carry out the contract, but the testimony at the hearings might decide whether its terms would finally be fulfilled.



EUGENE YATES is board chairman of the \$780 million Southern Company, operating utilities in four

states. His firm would be 20% owner of new company which would spend \$107 million on new plant.

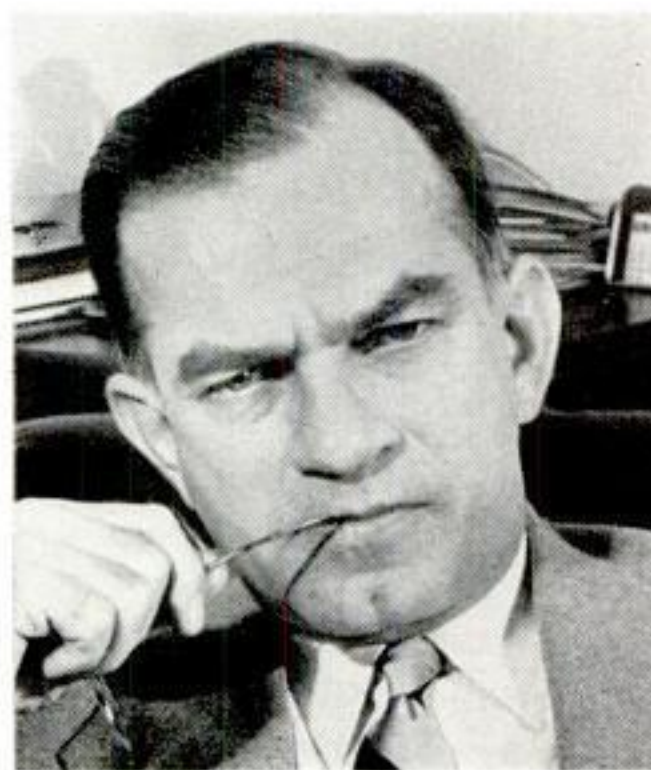
SOME OF THE MEN WHO SUPPORT THE PLAN



AEC CHAIRMAN Lewis Strauss, called plan "fair and reasonable," saving government \$100 million cost.



BUDGET DIRECTOR Rowland Hughes recommended the plan to the President as preferable to TVA.



ARKANSAS SENATOR William Fulbright, a TVA backer, supported the Dixon-Yates Arkansas plant.



AEC GENERAL MANAGER General K. D. Nichols helped get plan cleared by TVA, AEC, budget bureau.

TOYNBEE AND THE FUTURE

HIS GREAT EPIC ABOUT WESTERN MAN IS ALSO A SYMPTOM OF HIS HERO'S PROBLEM

Of the many eminent Europeans who come and go from our shores these days—Adenauer, Mendès-France, the queen mother, Spaak, etc.—the one who may leave the longest track on history is not in politics. He is the scholar-prophet-poet Arnold J. Toynbee, whose mammoth *Study of History* (LIFE, Feb. 23, 1948) is now complete in 10 volumes and 3,150,000 words after half a lifetime's work. While the hard-breathing statesmen of the London conference consider their next moves in the defense of Western civilization; while the Russians start another great softening up of Western opinion for tactical purposes of their own; while armies drill, coolies sweat, children multiply, preachers go on TV, rockets are staged, psychoanalysts thrive and vast economies roar or sputter, this pale lone Briton has attempted to fix the whole panorama of our civilization in an intelligible relationship to all that has preceded it, and even to discern what is to come.

Americans who made Toynbee a best seller in 1947 are generally familiar with his themes of how civilizations rise and fall: challenge and response, time of troubles, schism in the soul, disintegration, etc., all leading finally to the imperial peace of a Universal State. It was Toynbee more than anyone who transferred Western man's attention (and with it a portion of his allegiance) from his own "parochial" nation-state to the larger unit of Western civilization. Toynbee now applies his historical tests to the prospects of this Western civilization. He finds within it all the symptoms of breakdown and judges us to be on the eve of our Universal State.

The shrinkage of distance and the invention of atomic weapons have "made it imperative . . . to abolish war"; this requires a world monopoly of atomic weapons; and this means "an oecumenical government." (In the past "Universal States" like Rome were not really universal; ours would be literally World Government.) The seat of this government "must be either Washington or Moscow." A final fight, or "knock-out blow," has been the usual route to a Universal State in past civilizations. But in our circumstances a "knock-out blow" would "precipitate the very catastrophe that all mankind [is] concerned to avert"—i.e., a general collapse of civilization.

Will the coming Universal State be ruled from Moscow or Washington? Toynbee says that in a free choice most people would prefer Washington because of American generosity and American reluctance to rule. But these are not the qualities that will decide the issue; for it is above all a religious issue. And on the plane of religion the Communists, says Toynbee, have a definite edge.

Communism asks mankind to worship itself—its "collective" self, alias Leviathan. But Western liberal humanism has a human idol too and it is a pipsqueak by comparison: the individual. This individual was indeed sacred when his Christian soul acknowledged the brotherhood of all souls under the fatherhood of God. But in the West the individual has become mere political man or economic man rather than religious man. Our modern "cult of civil liberty" is only "a faded vestige of an original Christian belief." Actually today America and Europe are disposed to worship man rather than God. Thus, although Toynbee would like to see the Universal State organized around America rather than Russia he warns us that we are spiritually unprepared for the enterprise.

The atom is by no means the only symptom of crisis in Toynbee's diagnosis of the modern "post-Christian" world. Others range from the post-Napoleonic militarization of the world's masses (conscription) to the growing problem of how

industrial man shall use his leisure; and the list is interlarded with a rehearsal of almost every argument that has ever bothered philosophers, from the Second Century heresy of Marcion to the predictability of the business cycle. When, after all these erudite fireworks, Toynbee finally places his own best bet for the political future, it comes as something of an anticlimax. He throws away the courage of his own intellectual conviction and utters platitudinous pleas for mutual forbearance between Washington and Moscow. Forgetting all he has said about the atom and other forces for world unity, he urges that the U.S. and the U.S.S.R. divide the world into *two* Universal States: a proposition which the greater part of his analysis has proved to be unprecedented, if not absurd.

In his practical advice to his fellow mortals, Toynbee can be as shallow and commonplace as the next pundit. But there is nothing shallow about the grand conclusion of his *Study*. He soars above our civilization as he has above all its predecessors. Indeed he has now lost interest in civilizations as such; they are as transient as the obsolete nation-state; their rise and fall is like the revolving of chariot wheels, and the chariot is religion. If civilizations, including our own, have any purpose, it is to increase mankind's knowledge of God.

Since they began to get this drift of Toynbee's, his critics have hit him from two sides at once. The liberal humanists attack his "presumption," his "repudiation of rationalism," his methods and his major themes, which they claim were preconceived and imposed on his material in advance. Vanity, garrulity and hanky-panky are other charges, all with some substance. Yet all these liberal humanist criticisms cannot change the fact that Toynbee and his work are crown jewels of that same liberal humanist tradition. None of his rationalist critics is in the same class with him; indeed human reason has seldom been employed to such exalted purpose as his.

Far more serious are Toynbee's Christian critics, some of whom, in footnotes and appendix, he debates with in his book. Toynbee calls his protagonist "post-Christian Western man," who now faces the choice, "not whether he was to be religious or irreligious but whether his spiritual allegiance was to be given to this religion or that." And the religion Toynbee wants for a united world is not Christianity but a synthesis of the four extant higher religions—Christianity, Hinduism, Islam and Buddhism—which he hopes will come to the joint worship of their already separately apprehended One True God.

In America, where the Protestant tradition has always been eclectic and exploratory and men like Emerson have been in love with Buddha, this vision has considerable appeal. Yet eclecticism (a cafeteria of faiths) is on Toynbee's own showing a symptom of decay; nor can a man discover or renew his own faith by an exaggerated respect for that of others. Toynbee is perhaps a symptom of his own age's chief problem. From the chaos of history he has extracted not ultimate truth but a great poem, an epic about "man-in-process-of-civilization" whose quest is never done. But the most inspiring chapters in that epic are not chapters of humility and endurance only, the virtues Toynbee recommends for our passage through "the straits ahead." Great actions are now also required of us, and these must be in the service of a God whom men can not only believe in but utterly trust.



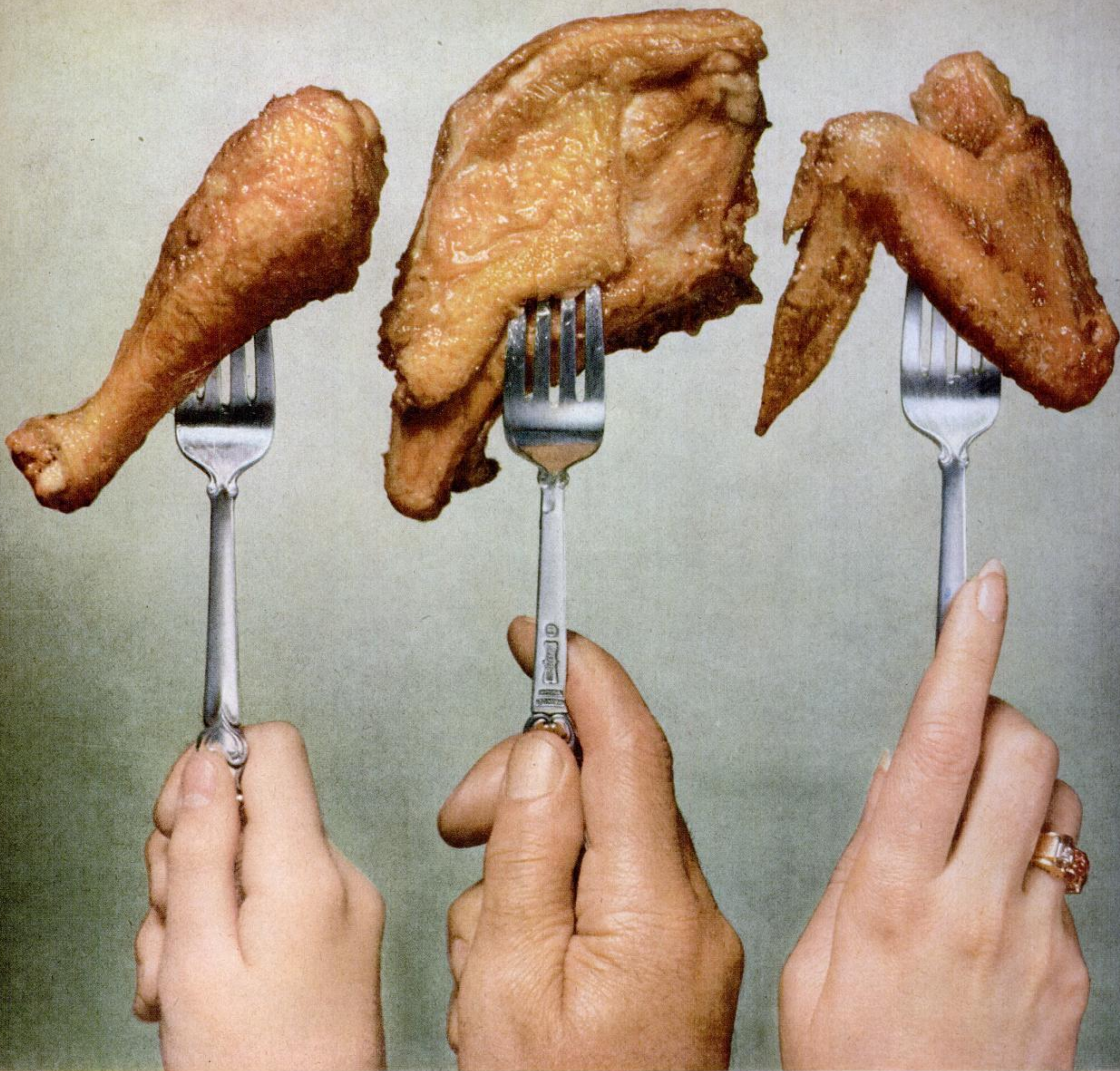
When you're really hungry, make a meal of this soup... tender beef and garden-fresh vegetables in a robust stock, simmered to bring out the best of flavor.

So quick—so nutritious—so simply delicious!

Campbell's Vegetable Beef Soup



Soup's on—
Enjoy it
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the drumstick....

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LIFE ON THE NEWSFRONTS OF THE WORLD

Ten people get phone calls from the President,
Trigger gets a pardon, so does Hermann Field



GRANDMOTHER, BUSINESSMAN, TEACHER TALK TO THE PRESIDENT

Winding up his pre-election tour, President Eisenhower addressed a crowd of some 2,000 at Wilmington, Del. "If everybody here in this audience would go home this evening and start calling up—would call 10 voters and ask them to call 10 voters, you would cover Delaware with every man, woman and child in it in about 10 hours. You would reach millions in that time. That is what we want."

Back in Washington, Eisenhower acted on his suggestion. He called 10 people, all of whom were forewarned, asked them to help get out the vote. The first person called, Mrs. Frederick Saye of Peoria, Ill., was ineligible. But she said she would urge others. Mrs. Frances Tyahla of Summit Hill, Pa. reported he had said, "Do you want to do something for me?" Her response: "Do I, indeed!"

One morning at 6 in Hamburg, an inspector approached a large crate on a railroad car which had just arrived from Communist Hungary. Suddenly a finger emerged from a knot-hole and beckoned to the startled inspector. When the crate was opened, a young Hungarian named Imre Komoroczky was found inside. Making his third attempt at escape from the Communist land, Komoroczky had had friends nail him in the case, which contained a drilling machine. With only two loaves of bread and four bottles of water, Komoroczky in the crate had been shuttled about on railroad lines for 13 days before the car crossed the West German border to freedom. He lost 20 pounds on the trip.



TRIGGER SHOWS OFF HIS AFFECTIONATE NATURE WITH ROY ROGERS

In Hollywood, Actress Mabel Smaney, who weighs in at 270 pounds, brought a \$186,000 suit, charging that Roy Rogers' horse Trigger kicked her during the filming of Son of Paleface. Showing the film to the jury, Rogers' attorney said, "Trigger has never kicked anybody in his life." The horse was acquitted 12 to nothing.

CONTINUED ON NEXT PAGE

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will
she
want



New! Gold-filled
—beautifully long-lasting.
Only \$20*



Delicate engine-turned
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Choice of leathers
and colors to match
sports costumes! \$6

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she
doesn't
have?



Her favorite sport
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One of these luxurious gift Zippos! Flatter her—and reflect your own thoughtfulness—by selecting the one that suits her personality, her mood, her favorite costumes.

Soon it will become part of her life. She'll treasure it always for its beauty and faithful service ... remembering the giver!

Choose for your lady from precious metals, real leather, gleaming chrome plate and true-color sports designs. Each Zippo will always light easily, indoors or out, or we'll repair it free!

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Lights easily ... anywhere ... always

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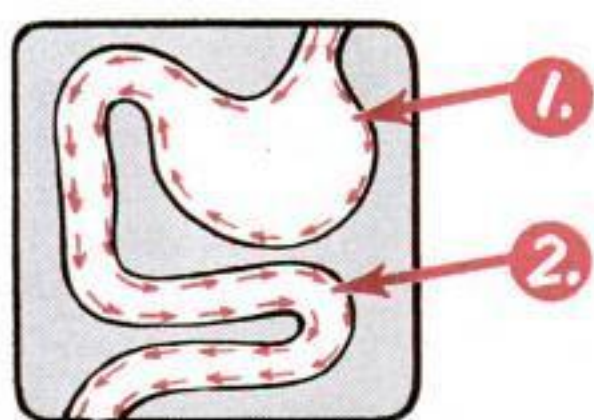
GENUINE ZIPPO FLUID AND FLINTS MAKE ALL LIGHTERS WORK BETTER



Stomach **UPSET?**

Indigestion? Nausea? Diarrhea?

**Hospital Tests prove Pepto-Bismol works
where Soda and Alkalizers fail!**



1. Pepto-Bismol helps soothe in the stomach...where overdoses of soda and alkalizers may actually prolong the upset!

2. Pepto-Bismol also helps calm distress in the intestinal tract... where soda and alkalizers never help!

Pepto-Bismol's special medicinal formula soothes both the irritated stomach and intestinal walls with a gentle coating action. Pepto-Bismol helps retard gas formation; calm heartburn, nausea. Hospital tests also prove it controls simple diarrhea—without constipating.

No wonder Pepto-Bismol is America's leading family remedy for upset stomach!



A NORWICH PRODUCT

Take Hospital Tested

Pepto-Bismol®

...and feel good again!

NEWSFRONTS CONTINUED



A GREAT ORCHESTRA PLAYS BEFORE EMPTY PODIUM

100 musicians minus a maestro

The famed NBC Symphony appeared at Carnegie Hall and turned up just as it had on hundreds of other nights. But the podium was vacant. For Arturo Toscanini—who had threatened, cajoled, hummed and flattered it into a singing instrument—was in retirement (LIFE, April 19, 1954). Though its maestro was gone, the orchestra refused to be disbanded and was reluctant to play for another conductor as long as Toscanini lived. Instead it played alone. The performance was electrifying. It seemed as though the motions of Toscanini's baton had been indelibly engraved in the heart of every man that played.

President Eisenhower appointed Colonel Benjamin Oliver Davis Jr., 41, to the rank of brigadier general, the first Negro in Air Force history to achieve the distinction. A West Point graduate, Davis flew some 60 combat missions during World War II, has recently been serving as director of operations and training for the Air Force in the Far East. The promotion served to establish a tradition, for his father is the only Negro to have become a general of the U.S. Army.



GENERAL DAVIS

Brando seeks a bride

Last February, Marlon Brando abandoned his role in *The Egyptian*, flew to New York to see his psychiatrist. There he met Josane Mariani-Berenger, a 19-year-old French girl. Two hours later Brando proposed. In June Josane returned to France. Last month, having finished his latest film *Désirée*, Brando followed. Last week, in the village where her parents live, Josane and Marlon announced their engagement.



HERMANN FIELD

The Warsaw radio announced that Hermann Field, an American who disappeared in Poland in 1949 while searching for his brother Noel, had been "cleared of all charges and released from prison." Poland said Field had been framed by Josef Swiatlo, "an American agent." Swiatlo, an ex-official of the Polish secret police, fled to the West recently, revealed he had arrested Hermann. His report that Field was alive probably embarrassed Poland into releasing the prisoner.

CONTINUED ON PAGE 42



UNION OIL CO.
OF CALIFORNIA

RESEARCH

WHAT'S GOING ON IN THERE?

A new gasoline, maybe. A better motor oil, or an improved grease.

It's Union Oil's department of calculated discontent where we tear apart the very best we and our competitors have been able to do.

Our premium gasoline—Union 7600—is a good example.

We adapted this super-fuel from high octane aviation gasoline and introduced it in the West shortly after the end of World War II.

The product was so successful that it's only in the last two years that we have been able to make enough 7600 to satisfy demand.

Yet all the time 7600 was in short supply we constantly improved it. This called for countless advances through the years.

Why—when our customers wanted more than we could make as it was? Why—when we had to plow back hard-earned money into the improvements?

Why? Simply because we wanted the finest possible product to

keep our present customers satisfied—and help us win new ones.

This illustrates again the basic difference between America's free economy and any other. By furnishing the opportunity for a reasonable profit, the American system creates intense competition for your favor.

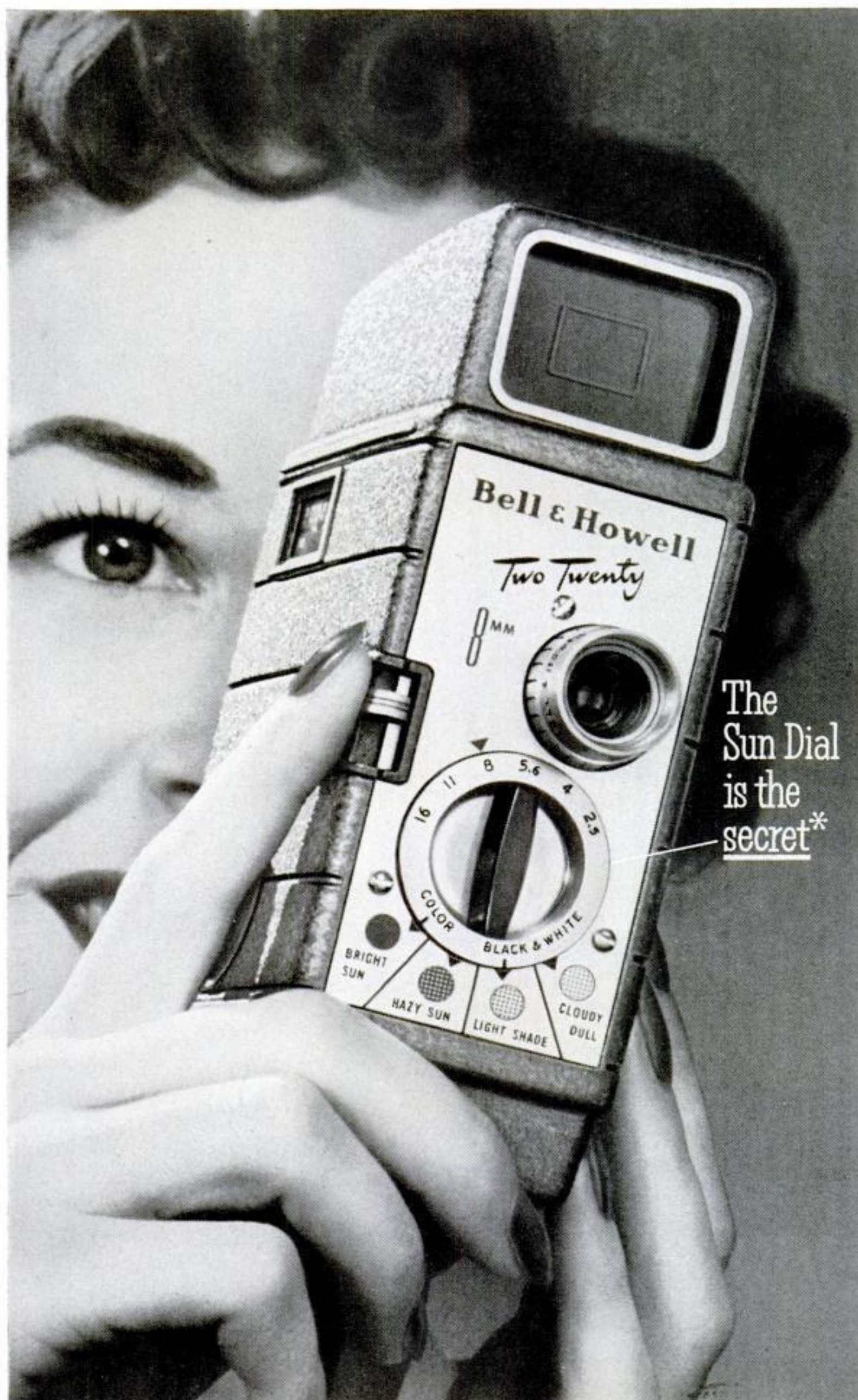
As a result, you enjoy constantly improving products...and the highest standard of living yet achieved by man.

76 UNION OIL COMPANY
OF CALIFORNIA

*One of a series to explain how business functions. Your comments are invited.
Write: The President, Union Oil Co., Union Oil Bldg., Los Angeles 17, Calif.*



no excuse!
for not making
movies of your
children, now!



The
Sun Dial
is the
secret*

It's as easy as 1-2-3... and
costs so little with this new
Bell & Howell \$49⁹⁵
movie camera



The new Bell & Howell 220 Wilshire has the exclusive "Sun Dial" that automatically sets the camera lens—assures perfect home movies every time!

Free booklet on filming baby. Write Bell & Howell, Dept. L-10, Chicago 45, Illinois.

NEWSFRONTS CONTINUED

Oxford's famous Union Society has produced some of Britain's finest debaters. But in recent years the Union has not been able to make both ends meet. The club's president, Michael Heseltine, decided it should try for a profit. Converting two cellars into a nightclub, he hired a jazz band. The club's opening last week promised to be the biggest social event of the Oxford season.

First lord, 2nd generation

Forty years ago last week, as World War I opened, Britain's First Sea Lord, Prince Louis of Battenburg, wrote to Winston Churchill, then first Lord of the Admiralty, and resigned his post. Hounded by the press for his German descent, he left the Navy he loved and took up the surname Mountbatten. His son, 14 at the time, set out to right the wrong. Last week the appointment of Admiral Earl Mountbatten, a World War II hero, as First Sea Lord was approved by Prime Minister Winston Churchill.



LORD MOUNTBATTEN

Midway's gooney gumup

The ugly gooney birds of Midway Island have been a continual nuisance since wartime airstrips were first built there. Perching upon planes, crashing into windshields and even laying their eggs on landing strips, they interfere dangerously with landings and take-offs. In a jet age the danger has increased, since the birds could easily be sucked down air-intake vents and cause the planes to explode. Last week the Fish and Wildlife Service announced it was sending a couple of experts to Midway to see if the goonies could be persuaded to let the Air Force alone.



MAGDALENE CANDIDATES VERBEECK, SCALA AND MAUREY

For the role of Mary Magdalene in its biblical movie The Galileans, Universal-International has been conducting a splashy worldwide search for an unknown actress who fits the part. Last week the studio unveiled three of its candidates, Myrian Verbeeck of Belgium, Gia Scala of Italy and Nicole Maurey of France, and showed them posing with a painting of the Magdalene which managed to make her look a lot more like Lot's wife or Salome.

Your best King Size move...
turn to Old Gold...
a treat you can trust!

THERE'S NO GETTING OUT OF IT—only one king size can offer you extra length of cigarette *plus* extra length of *experience*. Yes, only Old Gold King Size gives you a longer-filtered smoke—*plus* the benefits of nearly double the experience of any other tobacco company in America.

For a true king size treat, make the move to Old Gold . . . a cigarette you can *trust*.

ENJOY A TREAT INSTEAD
OF A TREATMENT!





Deliciously yours!

P.S. Take a golden-brown shrimp by its "handle"... dunk it deep in the spicy, tart-sweet goodness of Hunt's Catsup... and bite into as delicious a morsel as this fair land offers. Hunt — for the best!

Copyright 1954, Hunt Foods, Inc., Fullerton, Calif.



HARD-PRESSED COUPLE at Cantor's party were encouraged by Vic Damone and Pier Angeli (*left*), who are also engaged.

DEBBIE AND EDDIE ANNOUNCE IT

Pair profess love to a packed house

Last weekend the break in the heart of Hollywood left by the bust-up of Marilyn and Joe was healed. Eddie and Debbie announced their engagement. It was no surprise since the 22-year-old Miss Reynolds, one of the films' top song and dance girls, and the boyish Mr. Fisher, who at 26 has sold more than 15 million records, had been mooning over each other for months. Eddie Cantor gave a party for the pair in Beverly Hills (cost: \$3,000). There Debbie showed her seven-carat ring and everything was official. But being engaged gave the young lovers little time for private affection, what with 500 guests at the party and a busy weekend of television rehearsals ahead. They will get married, they told all who asked, next June.



LIPSTICKED LIPS of her singer fiancé are wiped by Debbie who kissed him at the request of the 45 photographers present.

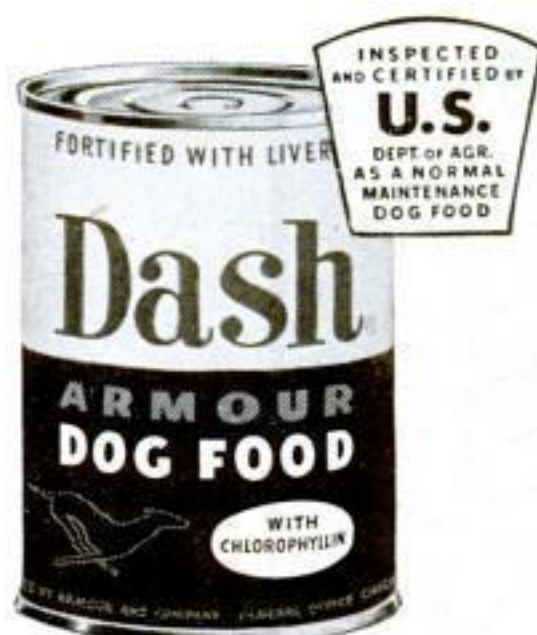
HAPPY PAIR got a rare chance to put arms around each other when they left the party and Eddie drove Debbie to her home.





Feed your dog like this Dash-fed champion!

Champion Little Andely's Juniper Lad literally explodes into action with a jet-like lunge for which the greyhound is famous. A most important factor in maintaining this champion's superb condition is his diet. That's why he's Dash-fed! Your dog, too, deserves Dash to help him *look* his best and *feel* his best! Dash is fortified with liver—the richest of all meats in protein, vitamins and minerals. Then, to make Dash the *complete* dog food, these essential nutrients are balanced with the proper amounts of carbohydrates and natural fats. Your dog will be happier and healthier when he's Dash-fed! Dash is prepared under U.S. Department of Agriculture supervision.



A product of Armour and Company

U. S. GOVERNMENT INSPECTED

This seal on every can of Dash tells you it's wholesome and healthful because Dash is prepared under the direct supervision of the United States Department of Agriculture.

Dash is fortified with LIVER!

CONTAINS CHLOROPHYLLIN—Stops Doggy Odors

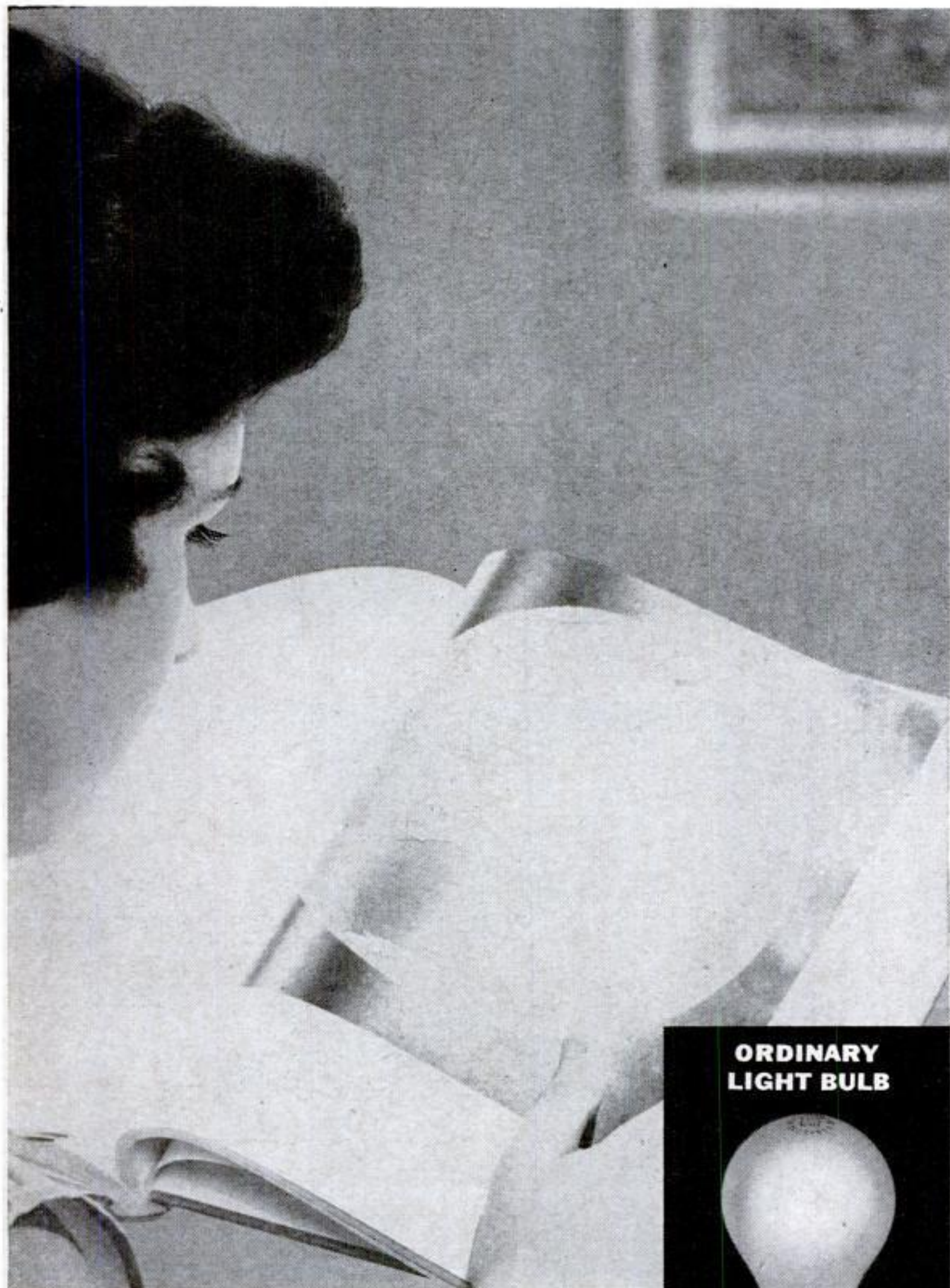


DANCING DEBBIE clowned while Eddie rehearsed songs for a TV show. Couple met for breakfast together before work, were joined by 12 admirers.



SINGING EDDIE eyes his actress at rehearsal. Pestered there to tell when he proposed, Debbie wailed, "Oh Eddie, let's keep something to ourselves."

CONTINUED ON PAGE 48



**ORDINARY
LIGHT BULB**



Note how light is concentrated in one spot in center of ordinary bulb. The light from this spot reflects off shiny page (above), making it hard to read. Learning will become a chore.



**EYE-SAVER
BULB**



Note how Eye-Saver's inside "filter-coat" spreads light evenly over whole bulb surface, not just in center. With glare filtered out, the page (above) will be easier for the child to read. He can work longer, and in greater comfort.

New! Westinghouse "EYE-SAVER" Bulbs!

***Unique Filtered Light reduces reflected Glare
that causes Eyestrain, Fatigue, Headaches***

Now you can get a new kind of light bulb that actually filters glare out of the light you read by. Because of the protection this new Westinghouse bulb gives your family for reading, sewing and similar close-up work, Westinghouse engineers called it "Eye-Saver".

Eye-Savers are covered inside with millions of microscopic glare-filtering grains. When light hits them, it spreads . . . loses its concentrated glare. Only soft, easy-on-the-eyes light comes through the filter-coat. Just as much useful light as you would get from ordinary bulbs—but with glare filtered out!

Eye-Savers cut the glare that bounces back from shiny pages.

Use them everywhere in the house where tiring reflected glare might cause eyestrain, fatigue and headaches.

Make sure you get Eye-Saver bulbs. They're made only by Westinghouse. Put them on your shopping list today.

FREE LIGHTING GUIDE

"Lamps—How To Choose and Use Them." This booklet is yours for the asking. It describes Beauty-plus features. Takes the guesswork out of selecting and using lamps in the home for beauty and See-Ability. Write Westinghouse Electric Corp., Lamp Division, Dept. L-11, Bloomfield, N. J.



YOU CAN BE SURE...IF IT'S **Westinghouse**



TUNE IN TV'S TOP DRAMATIC SHOWS . . . STUDIO ONE AND BEST OF BROADWAY



**She insists on
BAYER Aspirin
because she wants
the BEST**
—even though it
costs a few
pennies more!

To get the fast relief you want when you are suffering from a headache—or the pains of neuritis or neuralgia—take the pain reliever preferred by millions—Bayer Aspirin.



As you can see by dropping a Bayer Aspirin tablet in a glass of water, it starts to disintegrate almost instantly—so fast you need a stopwatch to time its speed! It does the same in your stomach. And that's one reason why it relieves your pain quickly—makes you feel better fast.

When you buy aspirin, don't look for a bargain. Remember that the best always costs more. So be sure you are getting the best—buy *Bayer Aspirin*.

Get the BEST—get

BAYER® ASPIRIN

Debbie and Eddie CONTINUED

CONFUSED in mid-song by Debbie's byplay at rehearsal, Eddie forgets lyrics and claps hand over his mouth and apologizes to cast before resuming.



DEVOTED Debbie studies Eddie as he sings *How Do You Speak To an Angel?* This was before special two-hour-long Edison anniversary show.

WEARY Debbie reminds her singer that she was up dutifully at 4 in the morning to meet his plane from New York, which arrived more than two hours late.

CONTINUED ON PAGE 50

ANOTHER EXCLUSIVE ENGINEERING MIRACLE FROM EMERSON!

**every TV feature you want
in one set for only \$129⁹⁵**



IT'S LIGHT...IT'S COMPACT!

Carry it anywhere!
Place it anywhere!
See it from any angle!

Emerson Model 1060, \$129.95

These newest EMERSON television triumphs make YOUR second set possible!



MOST COMPACT SET EVER...

Exclusive space-saver cabinet...with powerful, pre-tuned, built-in antenna. Easy-to-carry everywhere in your home. Enjoy best monochrome reception of all programs, including color!



CURVED WIDE-ANGLE SCREEN...

so viewers sitting even way on the side enjoy a picture so clear, so sharp...they'll think they're at the movies. Only Emerson's curved wide-angle Cinevision screen makes this possible.



NEW, FULL-POWERED CHASSIS...

powerful performance wherever you live. Miracle Picture Lock holds the image steady as a 'movie.' One knob Simplimatic tuning locks in Full Fidelity sound and picture automatically.



ALL-WOOD LUXURY CABINETS...

in 4 rich finishes to blend perfectly with your home decor...ebony, walnut, mahogany, limed oak! The front is all screen—the side controls are elevated, easy to see and reach!

Choose from over 60 distinctive 17", 21", and 27" models priced from \$129.95 Prices slightly higher south and west

SHOP—LOOK—LISTEN

—AND YOU'LL BUY

Emerson

EMERSON RADIO & PHONOGRAPH CORP., N. Y., U. S. A.

Over 15,000,000 satisfied owners prove Emerson is America's Best Buy!



NEW!

Two full-fidelity speakers in one compact table radio. Full Fidelity Radio Model 812 only \$29.95



*REG. U. S. PAT. OFF.

**Relieve
that dry-lip
feeling
fast**

with

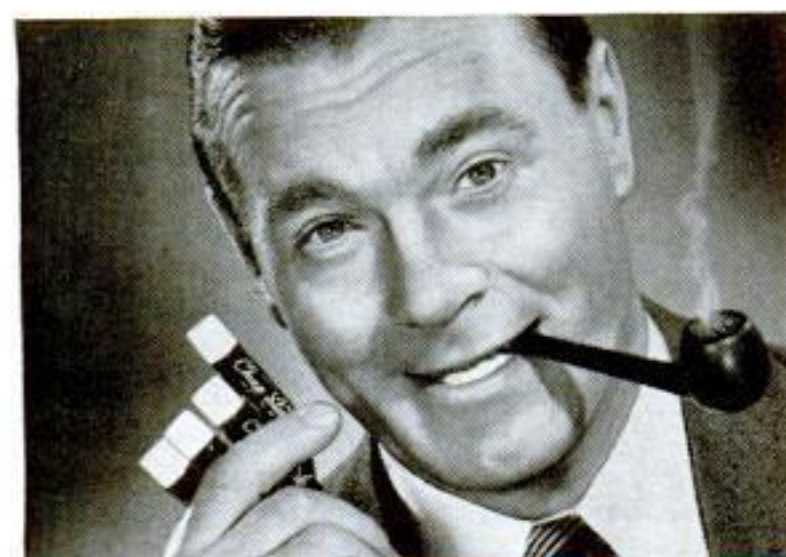
Chap Stick



Use 'Chap Stick' regularly to keep lips refreshed and comfortable



Wonderfully soothing for the tender lips of children



There's a Personalized* 'Chap Stick' for every member of the family

★

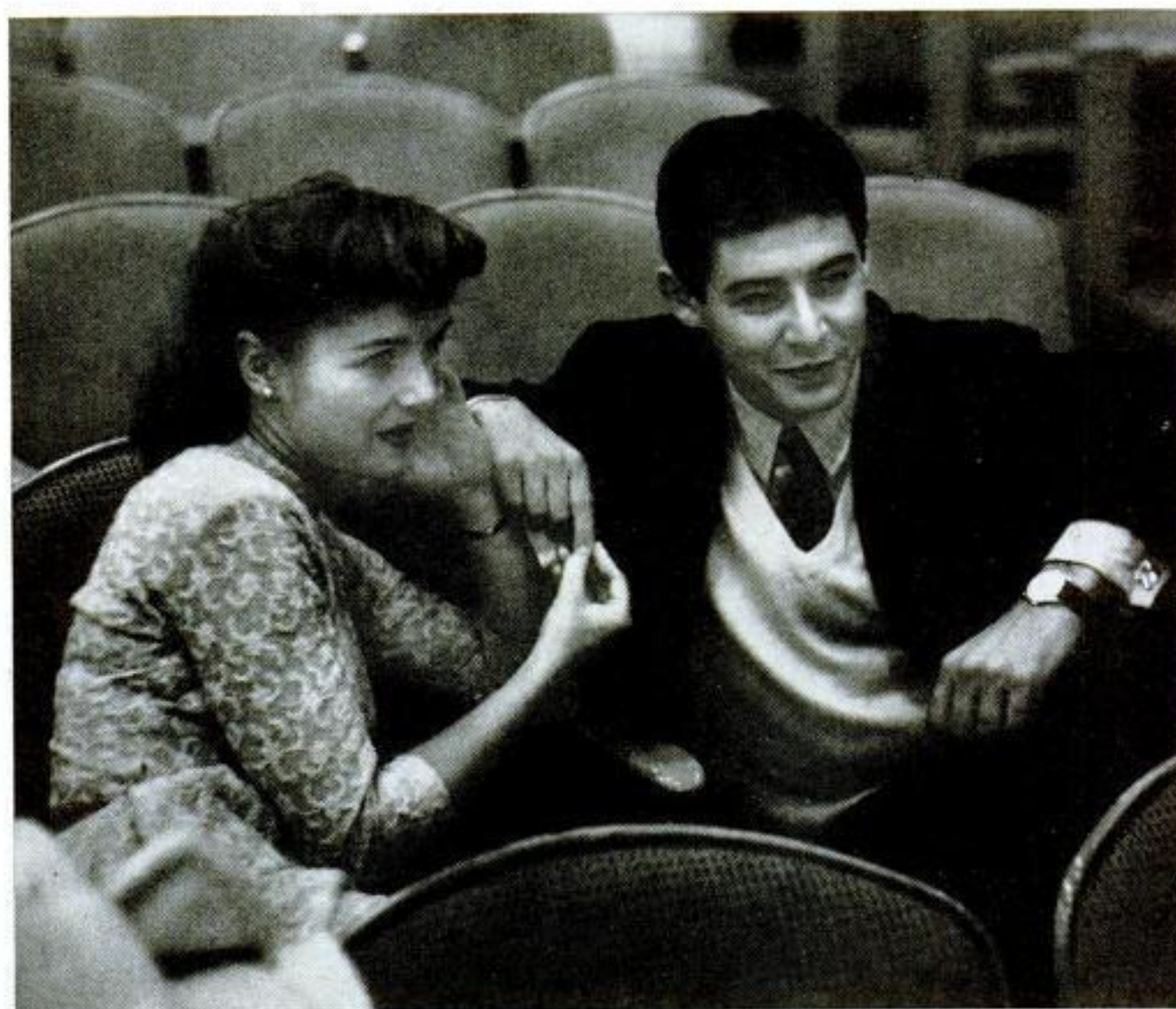
Our men in the Armed Forces were among the first to discover the soothing benefits of 'Chap Stick'. Today it's the largest-selling lip balm in the world. Brings lasting comfort to lips that are dry, cracked and sore. Pocket-size. Specially medicated — antiseptic. Personalized* so you can tell your own at a glance. Carry 'Chap Stick' with you always... use it regularly. It keeps lips fit.

Refuse all substitutes, no other lip balm offers you its exclusive formula.



Debbie and Eddie CONTINUED

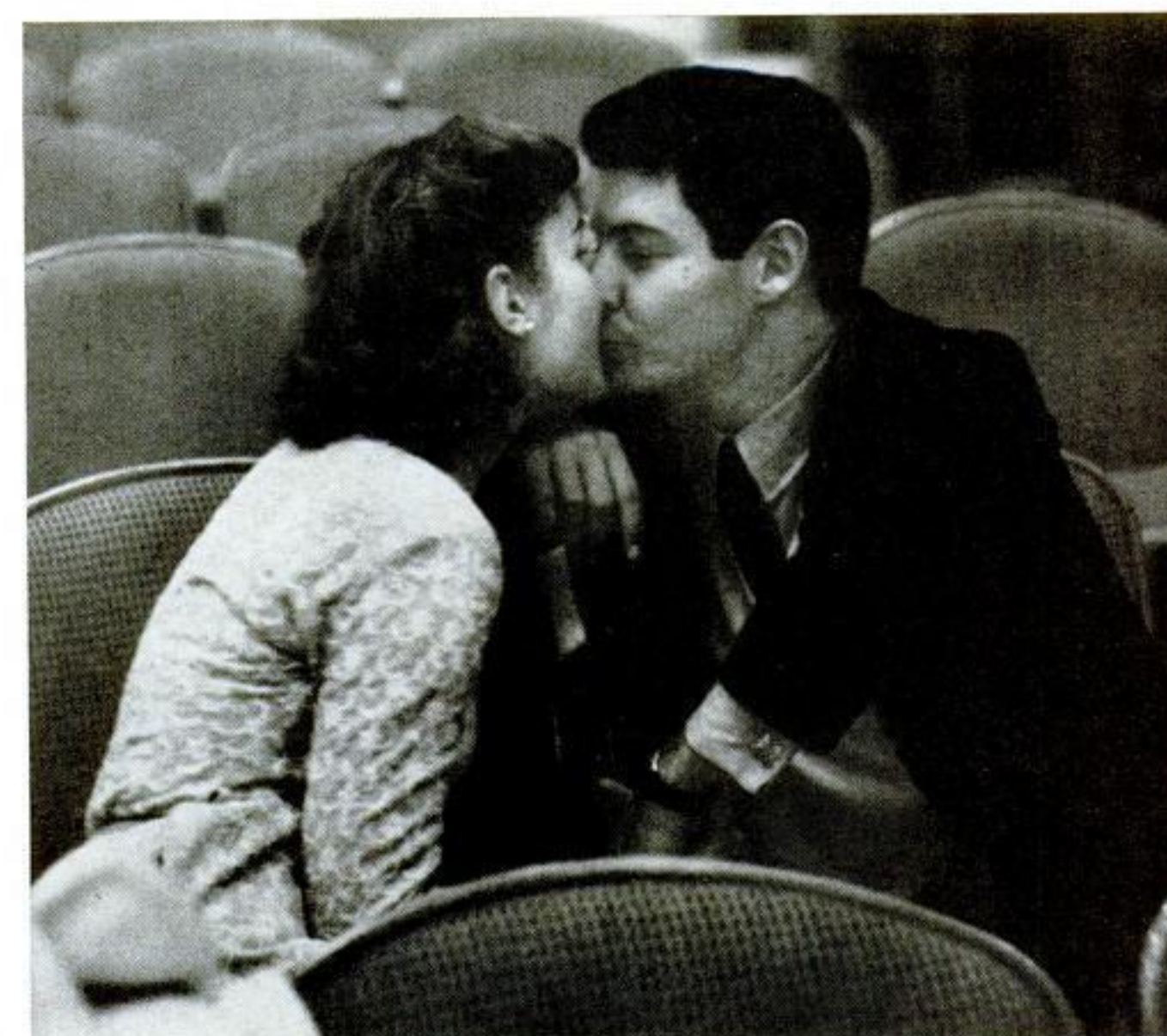
AT LAST, A SEMIPRIVATE KISS



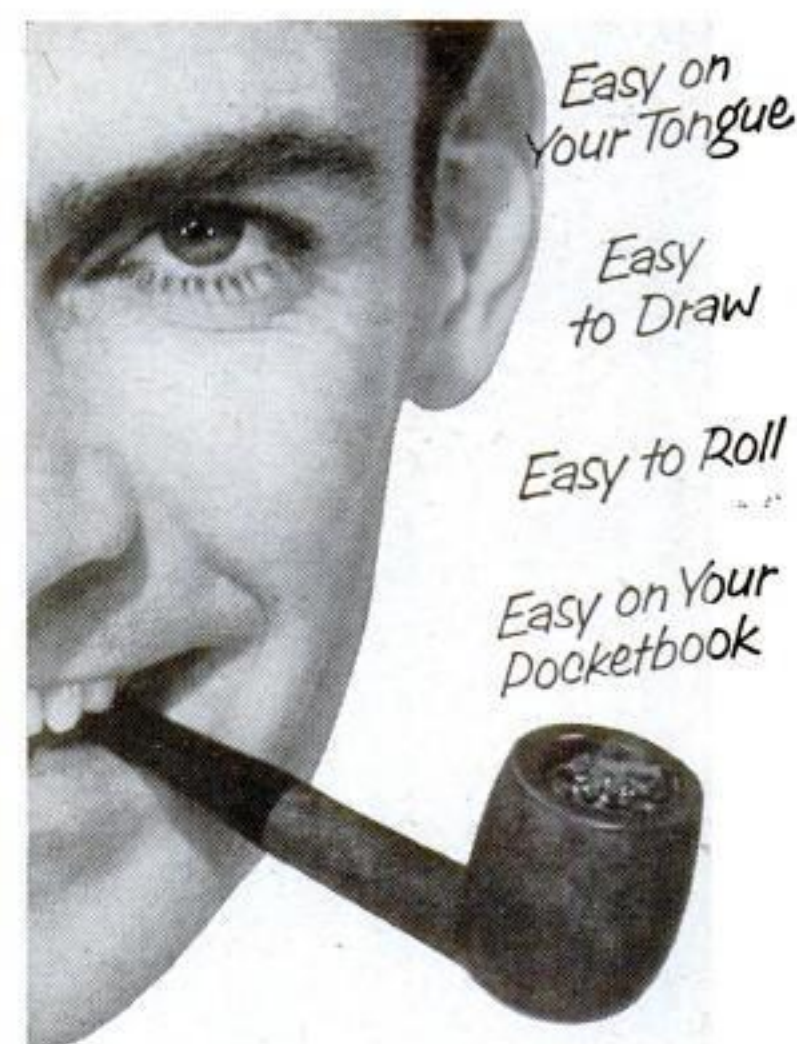
PERILS OF PUBLICITY keep Debbie and Eddie on edge as they sit at rehearsal under the eye of news photographers and crew of studio technicians.



SOULFUL LOOKS are turned on each other after a number of cameramen had gone away. To balk eavesdroppers, the pair resorted to writing notes.

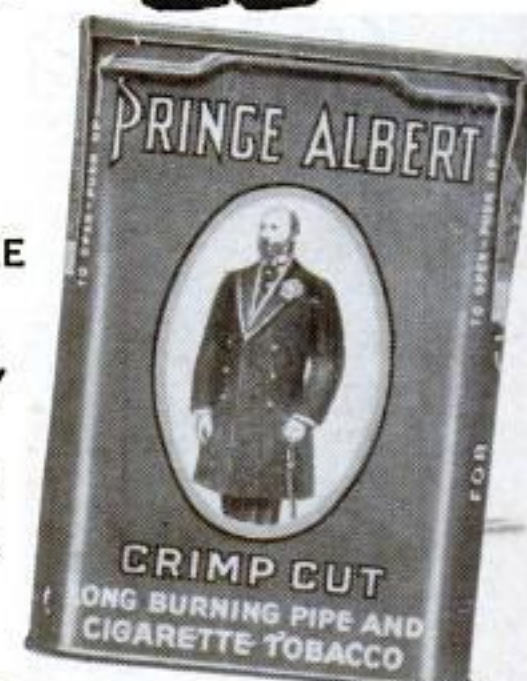


KISS IN CAMERA RANGE was caught by one photographer. Fisher's manager called privacy unimportant: "They're always alone in their way."



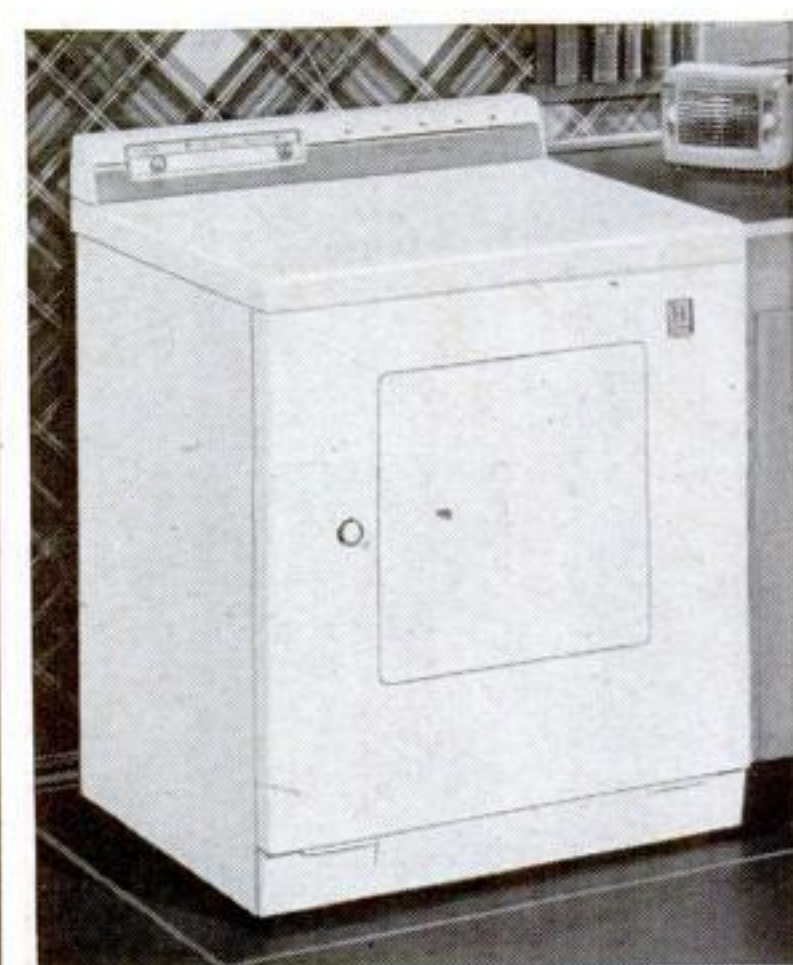
Prince Albert

MORE
MEN SMOKE
P. A.
THAN ANY
OTHER
SMOKING
TOBACCO



R. J. Reynolds Tob. Co.,
Winston-Salem, N. C.

**There's only one
dryer with
no limitations!**



NORGE Time-Line

4-Way Automatic Dryer

The only dryer that lets you turn off the heat or the tumbling. *Guaranteed safe* for anything you want to dry!

Division of Borg-Warner • Merchandise Mart, Chicago 54
Canada: Addison's Limited, Toronto
Export: Borg-Warner International, Chicago

Now! Quaker State endurance in a year-round oil! An oil made especially for newer high compression, high-powered engines... so fine it makes almost any car run better! It's new Quaker State **SUPER BLEND**



HERE ARE THE FACTS ABOUT SUPER BLEND

WHAT IT IS: Super Blend is a wonderful new motor oil—an SAE 10W-30 HD oil designed especially for the newer high compression, high-powered engines. If your car has one of these engines, you *should use* Super Blend Motor Oil. In fact, Super Blend is so good it will make *almost any car* run better.

WHAT IT DOES: Stops power-robbing ping and knock . . . prevents camshaft wear and rough idling . . . insures freedom from sticking valve lifters. Highly detergent to keep engines clean—free from sludge and varnish deposits. Protects your engine from rust, acid and corrosion.

Super Blend forms a Miracle Film on vital engine parts—a long-lasting, heat-resisting film that protects as it lubricates. Gives quickest starting in cold weather, with least battery drain. Yet it's long-lasting, even in hot weather and hard driving.

WHY IT'S BETTER: Pure, rich, full-bodied—a blend of choicest lubricating stocks super-refined from 100% Pure Pennsylvania Grade Crude Oil, the world's finest. Then fortified and improved even more by skillful blending of the most modern chemical additives. Finally tested—in the laboratory, on the road, in all kinds of engines. *Proved superior—proved longest lasting!*

TRY NEW SUPER BLEND: For peak power and performance—improved gas mileage, and low oil consumption, ask your dealer now for Quaker State SUPER BLEND. *It's the ideal motor oil for your car!*

REMEMBER: There's a Quaker State Motor Oil for every make of car and type of service. Ask your dealer.



QUAKER STATE OIL REFINING CORPORATION, OIL CITY, PA.

Over 50 Years of Leadership in the Field of Automotive Lubrication. Member Pennsylvania Grade Crude Oil Association.



ON A BLACKFOOT BLANKET IN CUT BANK, MONT., PAKISTANI PREMIER ALI SMOKES PEACE PIPE AS HIS WIFE (RIGHT) AND INDIANS WATCH APPROVINGLY

PEACE PIPE FOR A PASSING PREMIER

In high point of All-American tour, Mohammed Ali of Pakistan becomes Red Eagle Chief of Blackfeet

During his year and a half as Pakistan's ambassador to the U.S., Mohammed Ali developed such American tastes as baseball and fast cars. Returning last month as Pakistan's prime minister, Ali gave his visit an All-American flavor. He started with a double-edged wisecrack about the World Series—"This proves that the Indians are overrated."

Then, traveling west, he went fishing in Yellowstone Park and, in a great American tradition, became a member of Montana's Blackfoot Indian tribe. As Red Eagle Chief, the prime minister puffed on a pipe of peace. Then he presented Chief Theodore Last Star and other tribesmen with a hookah, explaining that it was a peace pipe from Pakistan.



Almost like a visit at Christmas time...

when you send photo-greeting cards

THEY BRIDGE THE MILES that keep you apart, reach out from your heart to theirs . . . and for a moment you're together again. No other card can say so much, mean so much.

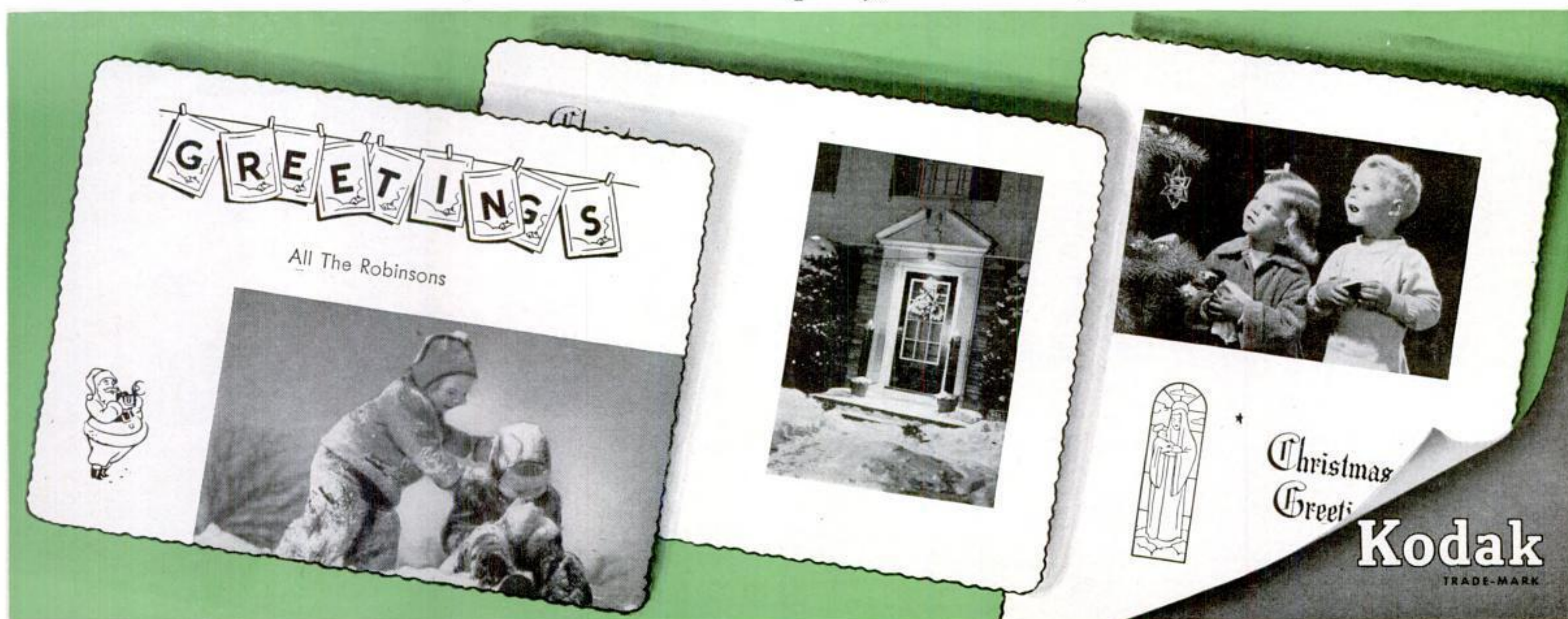
And it's so easy to plan these most personal of all holiday greetings. You can take a picture especially for them or just bring the negative of a treasured snapshot to your favorite photo



counter. Pick the design and sentiment you like, and your dealer prints up your cards in time for early mailing.


You'll be happy to know that these distinctive cards cost no more and often less than others. But photo-greetings are getting more popular every year—so better see your dealer before the rush begins.

Eastman Kodak Company, Rochester 4, N. Y.



Le Coultre

THE MOST EXCEPTIONAL WATCHES
AND CLOCKS IN ALL THE WORLD



LE COULTRE
Powermatic

A superior timekeeper—
ingeniously automatic self-
winding movement. Shock-
resistant. Reserve Power Indicator.
Fine gold-filled case, \$71.50 F.T.I.
*Also available in waterproof gold-filled case
at \$82.50 or 14K gold case at \$137.50 F.T.I.*

LE COULTRE
DIVISION OF LONGINES-WITTNAUER WATCH COMPANY




SIMULATING SIX-SHOOTERS and wearing cowboy hat, Prime Minister Ali on television in New York describes the pleasures of his days out west.

CRISIS AT HOME ENDS THE TRIP

With a final salvo of make-believe six guns (*above*), Mohammed Ali ended his western tour and went to Washington to talk about U.S. aid to Pakistan. As these conferences ended, grave domestic trouble sent the prime minister hurrying back to Karachi. There political unrest has been aggravated by a sick economy and rivalry between Ali and Governor General Ghulam Mohammed. The fight came to a head when Ghulam released four anti-Ali political leaders, then dismissed the Constituent Assembly. Ali, strengthened by promises of \$105 million in American economic aid, continues for the moment as prime minister, but to keep harmony in the new nation he will need his peace pipe.



LEAVING FOR PAKISTAN and its sudden political crisis, Ali walks to his plane in New York accompanied by an aide (*left*) carrying Ali's putter.



NO SEAMS TO WORRY ABOUT!
SEAMLESS STOCKINGS BY *Hanes*

HANES HOSIERY INC. • 350 FIFTH AVE., NEW YORK • \$1.35 TO \$1.95 AT LEADING STORES



When I'm eating Jell-O
I wish I were a sailfish
Zoom! Would I sail into
those extra helpings!

Now's the
time for





Make a change
for the better!

Paul Jones

★ Better flavor ★ Better quality ★ Better for your budget

FRANKFORT DISTILLERS CO., N. Y. C. BLENDED WHISKEY. 86 PROOF. 72½% GRAIN NEUTRAL SPIRITS

DANCING CHROMOSOMES

To make the science of genetics comprehensible, television last month resorted to the art of the dance. For *Adventure* (Sun. 3:30-4:00 p.m. E.S.T. CBS-TV) Choreographer John Butler got together a troupe of 10 ballet dancers dressed up as chromosomes with bizarre headpieces to represent the different physical traits transmitted through heredity. The dancers,

divided into male sperm and female ovum, twirled and twisted, grouped and regrouped while a lecturer recounted how the millions of possible combinations of parental chromosomes govern bodily characteristics of the offspring being formed. The offspring to emerge, with its chromosomes duly shuffled, will turn up and be talked about on a future *Adventure*.

MALE CHROMOSOMES FOR BLOOD TYPE, EYE, SKIN COLOR, HAIR AND SEX CLING TO TAIL OF SPERM AS THEY ADVANCE ON FEMALE OVUM (BACKGROUND)



CONTINUED ON NEXT PAGE

It's Sheer Luxury
Tailored To Fit Your Face

Superb Quality
MOLLE*

Tailored—
**FOR BETTER
BRUSHLESS SHAVES**

MOLLE BRUSHLESS is a heavier, richer, lanolin-loaded cream. For tough beards you use it full strength. If it's too rich for your beard... tailor it... simply leave your face wetter when you apply MOLLE. Known everywhere as the world's smoothest, most comfortable shave.



Tailored—
**FOR DELUXE
LATHER SHAVES**

MOLLE LATHER is the richer Instant Brushless lather...because it's loaded with glycerin it stays moist, lets your razor glide smoothly. For tough beards use it full strength. If it's too rich for your beard... tailor it... simply leave your face wetter when you apply MOLLE. Gives you the fastest, most comfortable lather shave—a shave that lasts all day!

EITHER WAY

The world's Best shave

*Pronounced Mō-Lay

Dancing Chromosomes CONTINUED



CHROMOSOMES pair to show possible combinations of hereditary traits. Here gene for blond hair (*left*) meets blue eyes at circle representing ovum.

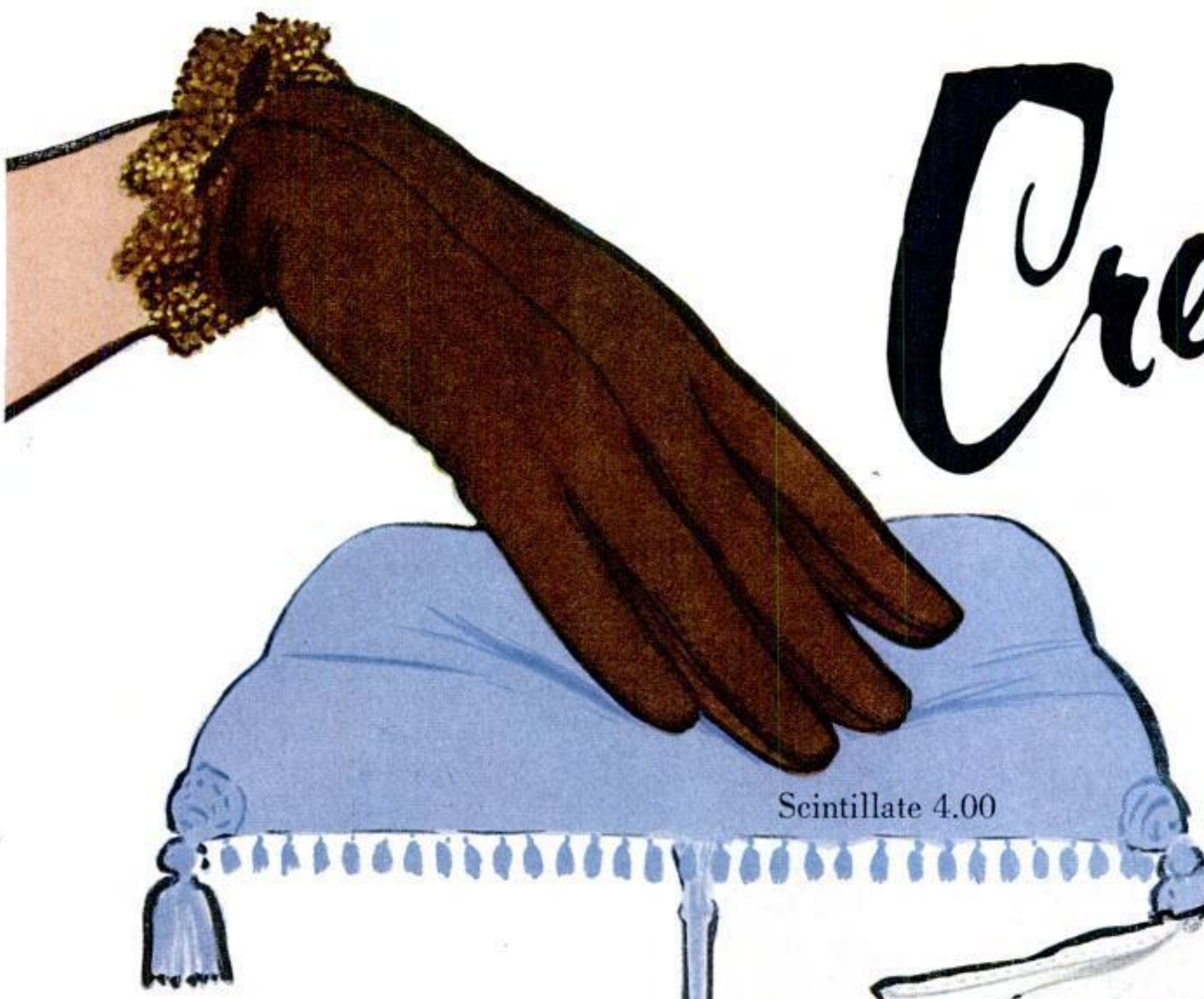
GUIDE on program, Dr. Harry L. Shapiro of American Museum of Natural History, explained the genetics involved in the patterns made by dancers.

GENES GYRATE about in male sperm cell. These are blood type B (*left*) and sex determinant X. Presence of X fixes gender of new offspring as female.




Crescendoe

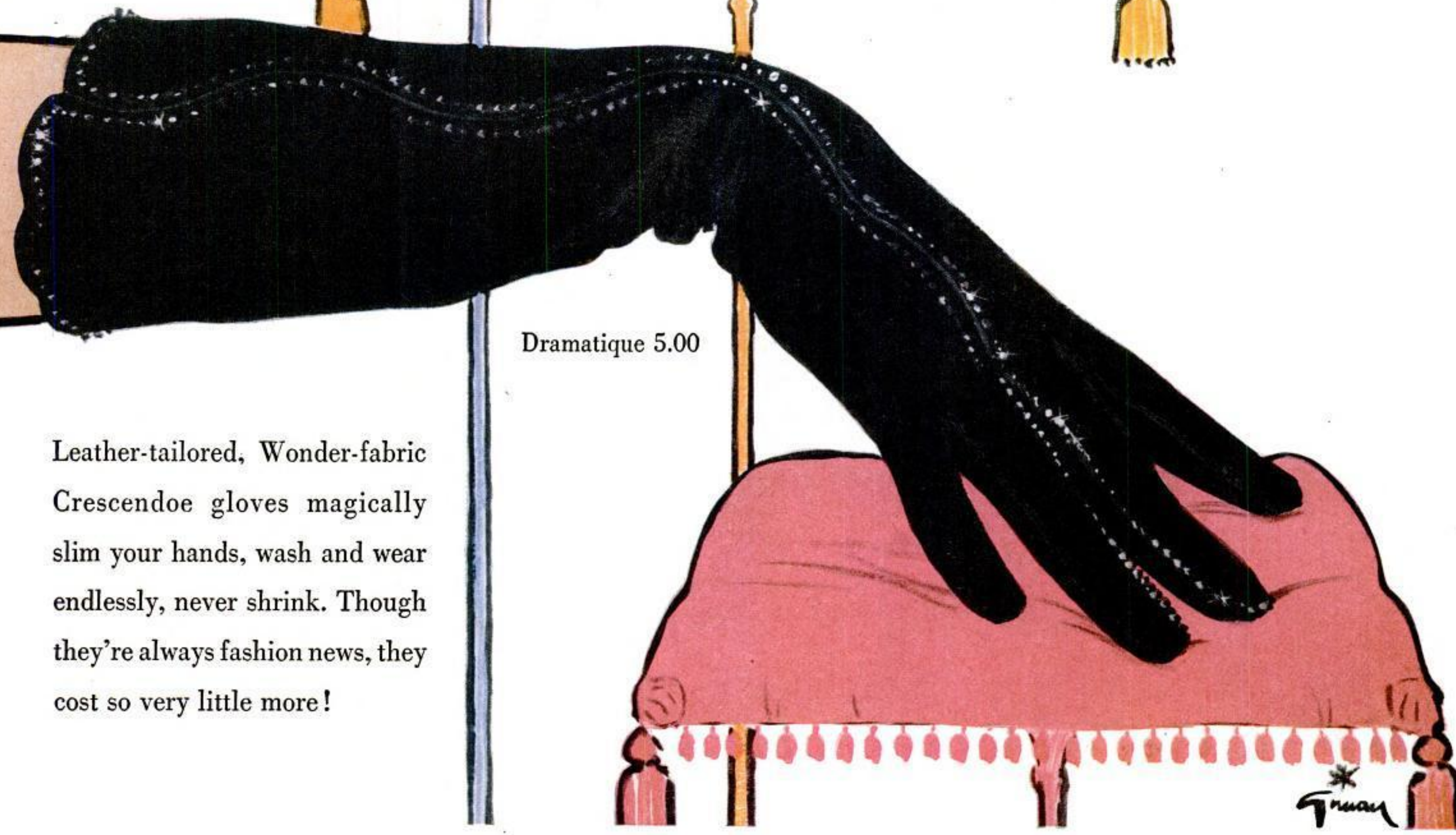
gloves by Superb



Scintillate 4.00



Nymph 3.50



Dramatique 5.00

Leather-tailored, Wonder-fabric
Crescendoe gloves magically
slim your hands, wash and wear
endlessly, never shrink. Though
they're always fashion news, they
cost so very little more!

Truman

Low...and behold! A new concept of



This is what a new idea looks like.

**This is Chevrolet and General Motors'
entirely new approach to the design, engineering
and production of a low-priced car!**

Chevrolet

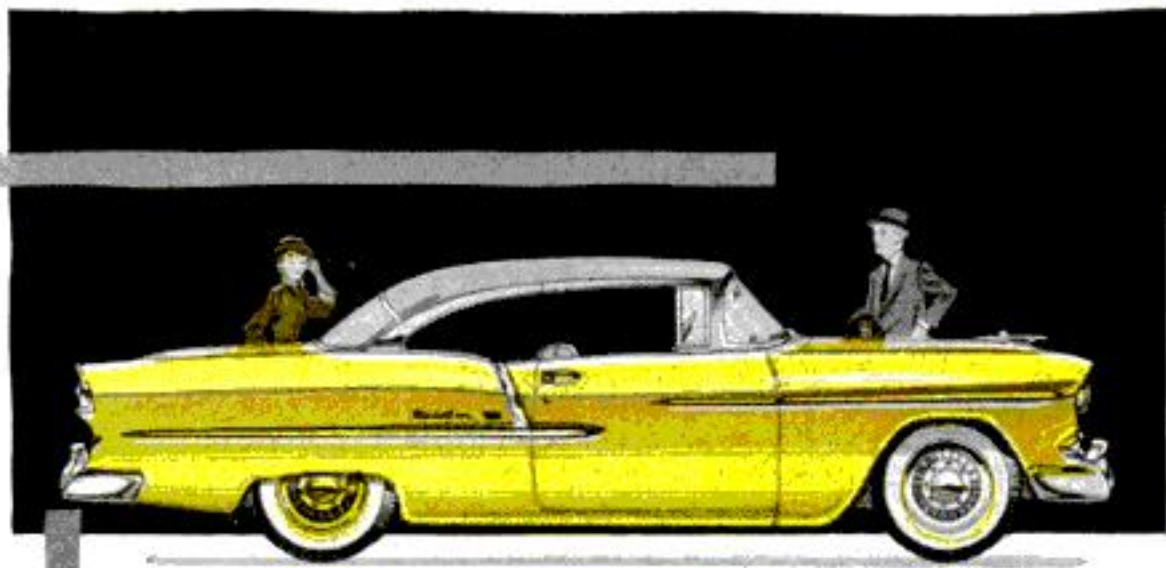
low-cost motoring!



The Bel Air Sport Coupe—one of 14 new Fisher Body beauties in three new series.

the motoramic Chevrolet for 1955

Turn the page and see the rest of the story;
it's equally exciting!



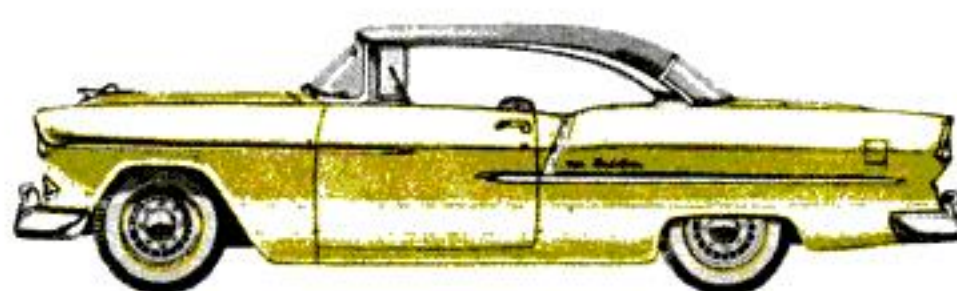
MORE THAN A NEW CAR . . .

**A NEW CONCEPT OF LOW-COST MOTORING
THE MOTORAMIC CHEVROLET FOR 1955**

Now a new idea takes shape in steel . . . Chevrolet and General Motors' idea that a low-priced car can be made to look, ride and perform like the very finest and highest-priced automobiles. It's a concept that could be carried out only by the greater resources and facilities of the world's leading car builders. See how the Motoramic Chevrolet changes everything—including your own ideas about cars!



GREAT NEW V8—TWO NEW 6'S! Chevrolet's new V8 delivers 162 h.p. with an ultra-high compression ratio of 8 to 1. It's the valve-in-head V8 as only the valve-in-head leader can build it! You can choose from two new 6's, too—the new "Blue-Flame 136" with Powerglide (optional at extra cost) and the new "Blue-Flame 123." All three are sparked by a new 12-volt electrical system.



SHOW-CAR STYLING WITH THAT LONG, LOW, "LET'S GO" LOOK!

It's a show car from the word go! Longer looking—and lots lower, the new Chevrolet has the spirited look of a sports car. There's plenty of glamour inside, too—plus more room for hats, hips and shoulders!



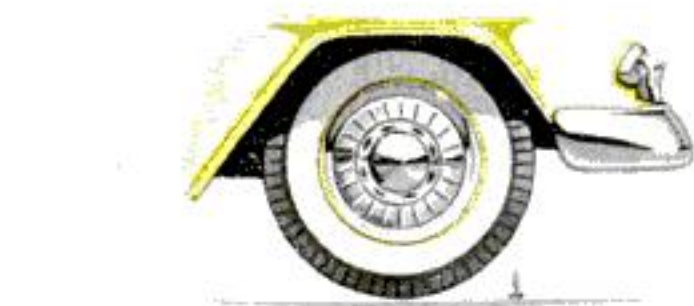
**SWEEP-SIGHT WINDSHIELD
WITH FOUR-FENDER VISIBILITY!**

Chevrolet's new Sweep-Sight Windshield curves around to vertical corner pillars, giving you a wide, full view of the road ahead. Rear and side windows are bigger, too. And you can see all four fenders from the driver's seat!



OVERDRIVE JOINS THE POWER

TEAMS! Take your choice. There's new Overdrive teamed with the new V8 or the new "Blue-Flame 123." There's Powerglide—now even smoother and quieter—teamed with the new V8 or the new "Blue-Flame 136." (Powerglide and Overdrive are extra-cost options.) And there's a new and finer standard transmission offered in combination with either the new V8 or the "Blue-Flame 123." All in all, it's the greatest choice going!



TUBELESS TIRES AS STANDARD EQUIPMENT! You get this great tire advance at no extra cost in all 1955 Chevrolets! Proved tubeless tires give you greater protection against a blowout . . . deflate more slowly when punctured.



EVEN AIR CONDITIONING, IF

YOU WISH! Air is heated or cooled by a single unit that requires no trunk space! Air Conditioning (in V8 models) is only one of the wonderful extra-cost options you can get. Others are Chevrolet's Power-Positioned Front Seat and new Power Controls on *all* windows (in "Two-Ten" and Bel Air models), new Linkage-Type Power Steering and improved Power Brakes.



NEW OUTRIGGER REAR

SPRINGS! Rear springs are longer—and they're attached at the *outside* of the frame. This means they're spaced wider apart, outrigger-fashion, to give you greater stability in cornering. To make your going even smoother, Chevrolet's new Hotchkiss drive cushions drive-line shocks through the rear springs!



A VENTILATING SYSTEM THAT

REALLY WORKS! Chevrolet's new High-Level Ventilating System takes in air at hood-high level, away from road heat, fumes and dust. You enjoy better ventilation come rain or shine!

EASIER STEERING! EASIER

DRIVING! The new Chevrolet steers with ball bearing ease, thanks to new, friction-cutting Ball-Race Steering. New Swing-Type Brake and Clutch Pedals swing downward with a light pressure of your toe. They pivot at the top, leaving the floor free and clear!

WONDERFUL NEW GLIDE-RIDE

FRONT SUSPENSION! New spherical joints flex freely to cushion all road shocks. You glide over the bumps with new smoothness and stability. New Anti-Dive Braking Control—an exclusive Chevrolet development—assures "heads up" stops.



Chevrolet

See Your Chevrolet Dealer



ROAD STICKS TO 5,000-FOOT RIDGELINE AS IT WINDS THROUGH WILDERNESS ON SANTA CRUZ SIDE OF THE ANDES. GRADES NEVER EXCEED SEVEN PERCENT

BOLIVIA OPENS SKY-HIGH ROAD

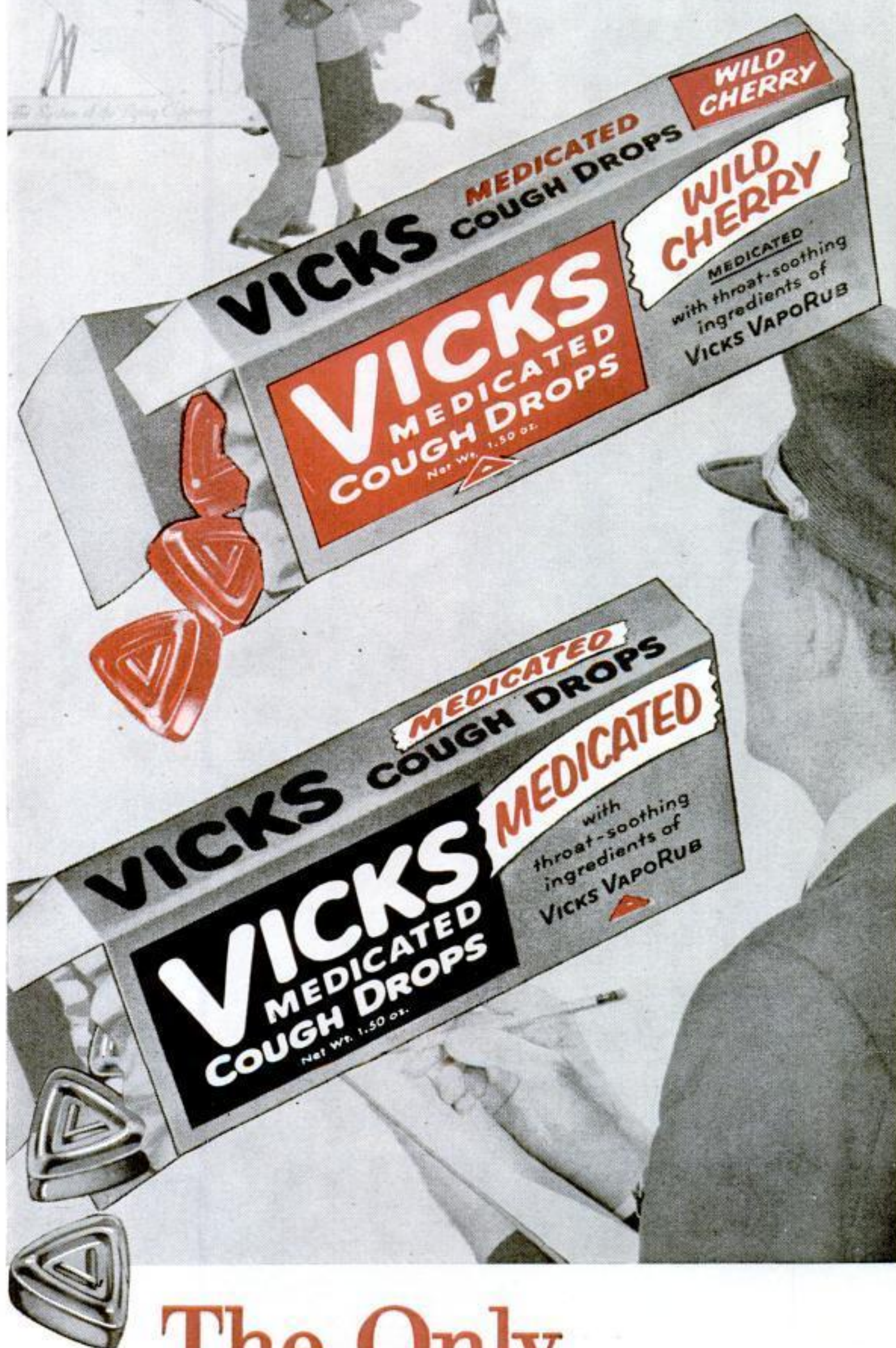
A new 312-mile highway that twists up over 12,500-foot peaks and curls down into yawning canyons has finally enabled Bolivia to overcome its foremost economic obstacle: the towering Andes Mountains. Opened last month, it links the fertile Amazon Basin, Bolivia's partly-developed farm area, with the Altiplano, the high, barren tin-mining region, where 70% of

the country's three million live. Until now the Altiplano has depended on costly air shipments of food. Alarmed by Bolivia's shaky economy, the U.S. urged building the highway, which now not only gives the country an internal life-line running from Santa Cruz to Cochabamba, but closes the last gap in a 2,000-mile road and rail system running across South America.

WHEREVER YOU ARE...

You Get More Relief

with every drop



**The Only
Cough Drops
Medicated...** with the throat-soothing

ingredients of Vicks VapoRub for relief of coughs due to colds or smoking. Every drop you take brings added relief.

Same Effective Medication...Same Wonderful Relief!

Bolivia's Sky-high Road CONTINUED



HIGH TURN was carved from cliff in the Naranjos Pass at 9,000 feet. Construction gangs had to hack out steps from above to get their equipment in.



LEVEL START of highway, just outside of Cochabamba, is decorated with a white concrete arch. Here a Bolivian road gang is fixing shoulder of the road.

[CONTINUED ON PAGE 67](#)

MORE POWER THAN CONVENTIONAL PREMIUM GASOLINE—

UP TO 25%*

MORE ENGINE POWER

Mobilgas
SPECIAL

POWERED
2 WAYS:

1. Mobil Power
Compound

most powerful combination of chemical additives ever
put into any gasoline to correct engine troubles . . .

2. Top Octane for greatest knock-free power—
result of the world's most advanced refining developments!

YES, MOBILGAS SPECIAL actually
delivers up to 25% more engine
power for two important reasons:

FIRST, it's the *only* gasoline containing
Mobil Power Compound—not just
one but a *combination of three chemical
additives.*

Additive RT 125—to control power-
wasting pre-ignition ping—and to cor-
rect spark plug misfiring.

Additive Glymonate—to check stalling
due to icing of the carburetor.

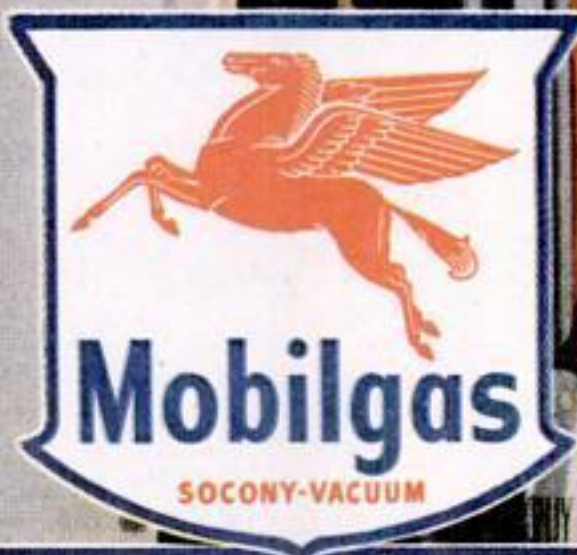
Additive RT 200—to combat and re-
duce engine-formed gum that causes
fuel waste.

AND SECONDLY, New Mobilgas
SPECIAL is the *only* gasoline to *combine*
the full benefits of additives with *top
octane*—result of the world's foremost
catalytic refining developments.

That's why Mobilgas SPECIAL really is
an *entirely new kind of gasoline—double-
powered.*

Fill up with "SPECIAL"—at your
Mobilgas Dealer's today!

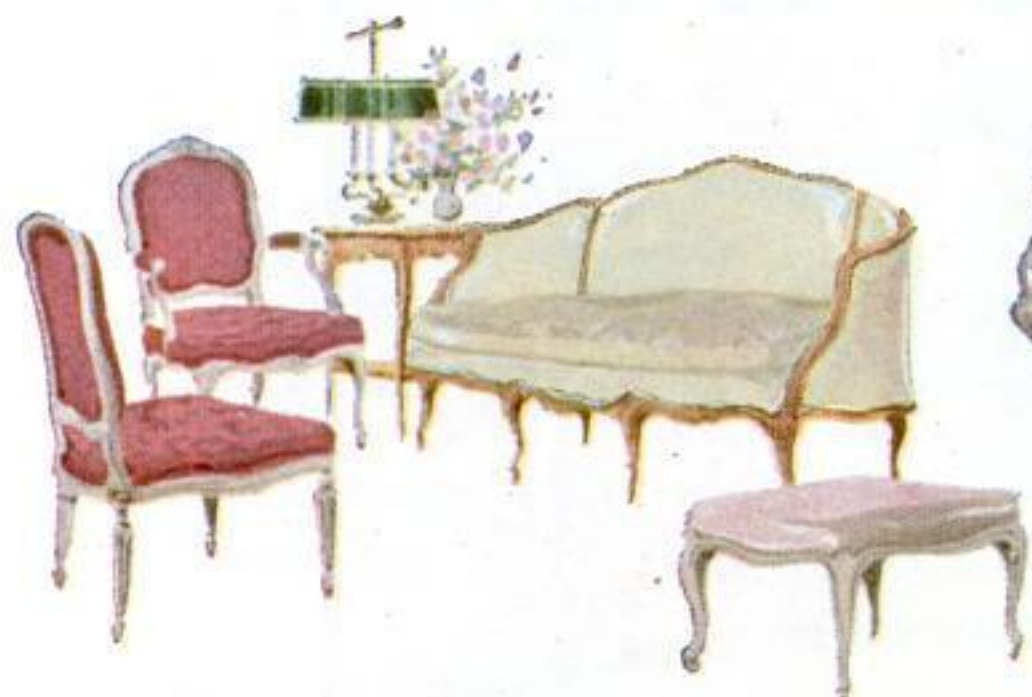
* Laboratory controlled tests in passenger
car engines showed increases in engine
power output up to 25% when using New
Mobilgas SPECIAL as compared to conven-
tional premium gasoline.



NEW Mobilgas SPECIAL—It's Double Powered!

SOCONY-VACUUM OIL CO., INC., and Affiliates; MAGNOLIA PETROLEUM CO., GENERAL PETROLEUM CORP.

Beauvais[®] broadloom
by Bigelow...so perfect for
every home today!



Traditional furniture comes to life against a background of Bigelow's Beauvais broadloom. Picture your French or English pieces with Beauvais 1881 (right), or Beauvais 1806 (far right). And remember, it is just as practical as it is beautiful. The rich, thick, all-wool pile doesn't show soil or foot marks.



Contemporary furniture is wonderfully at home with Bigelow's Beauvais Modern 1807. This handsome design has all the modern colors you love. And wait till you walk on it! Bigelow's Beauvais broadloom is so soft and luxurious underfoot you'll think you're walking on a carpet that costs dollars more.



If you're combining different periods of furniture, you should see Bigelow's Beauvais 1873 (right), and Beauvais 1874 (far right). These charming flower patterns are like a breath of spring in any room, in any home. Prized for their good looks and long wear, any one of Bigelow's 21 Beauvais patterns is an outstanding carpet value.



See Beauvais today! Discover how little it costs to carpet a room or your entire home. Budget terms. **Get your free copy** of *Carpets — Their Selection and Care* at your Bigelow retailer's. Or send 10¢ to Bigelow, Dept. B, 140 Madison Ave., New York 16, N. Y.

Bigelow
Number 1 name in Carpets



WORKERS' VANS are towed over Lope Mendoza River bridge. Equipped with kitchen and bunks, they eliminate the need for maintenance crew camps.



MIRED GASOLINE TRUCKS wait for help on a foggy stretch of road running over a rain forest. Only the beginning and end of highway are paved.



GASOLINE DRUM grave markers stand at spot where three workers were killed last year when their truck missed turn and fell 900 feet into canyon.

CONTINUED ON NEXT PAGE



RESCUE

**your car
with**



*Standard or Optional
Factory Equipment on
Cadillac, Buick,
Oldsmobile, Pontiac,
Chevrolet, GMC*

What's winter got to do with dirty oil? Just this: Cold weather thickens oil, slows circulation, puts an extra strain on engines. That makes good, clean, easy-to-circulate oil even more important.

That's where AC Oil Filters come in. Actual tests prove AC Filters remove as much as 1 1/4 pounds of dirt, grit, sludge and carbon from oil in 5,000 miles of driving—enough to damage the delicate, moving parts in your engine.

With an AC Filter on the job, harmful dirt can't get through, can't slow oil circulation, can't *recirculate* with engine oil—winter or summer. Let your Registered AC Dealer check your filter each time he changes your oil. Keep your engine safe. Keep your engine quiet. Change filter every 5,000 miles.

Watch **BIG TOWN** on NBC-TV

YOU GET 10 TIMES
THE FILTERING AREA
WITH AC ACCORDION FOLD

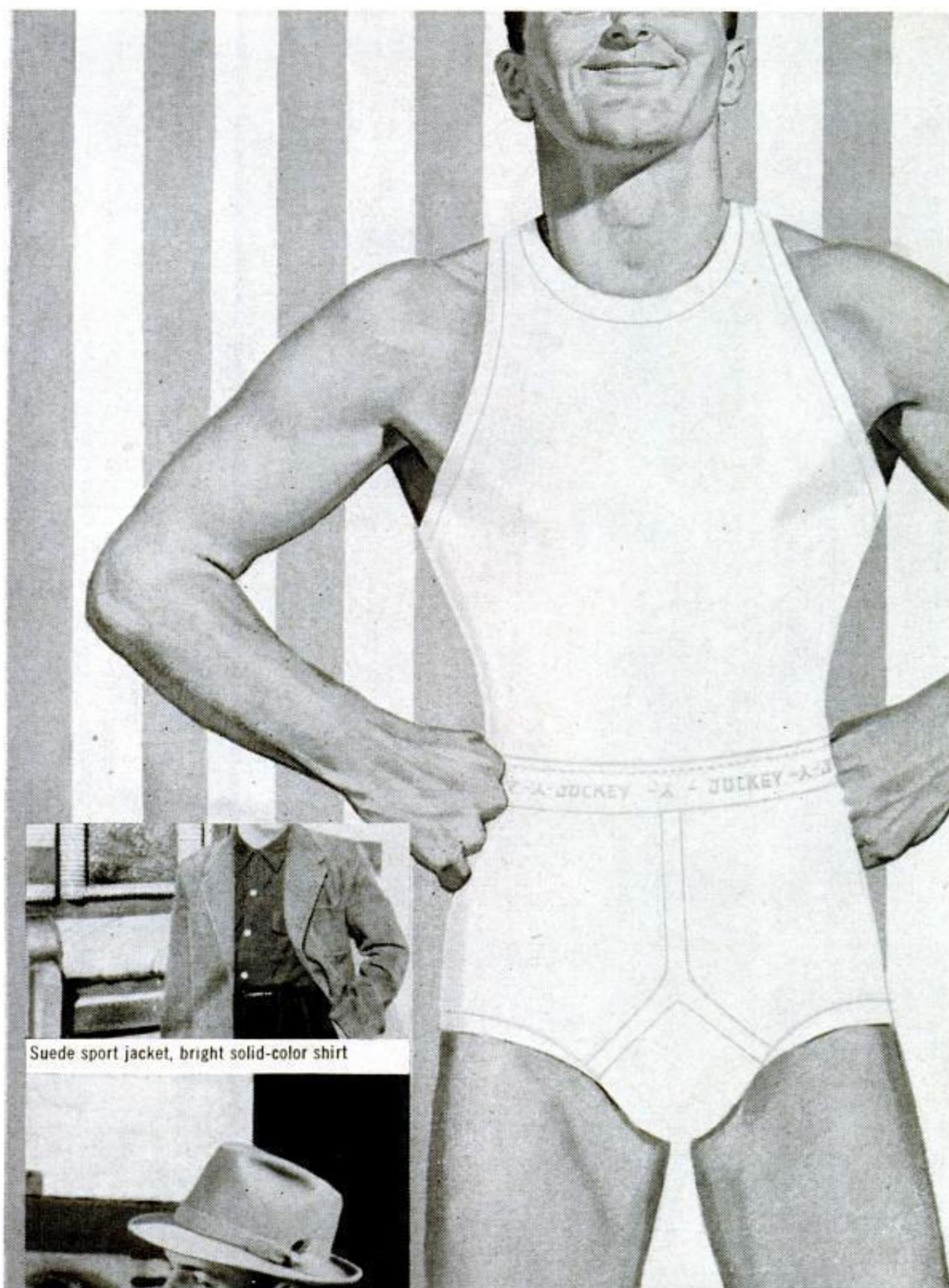


MORE THAN 90
SLUDGE-TRAPPING POCKETS
ARE FORMED BY THIS FOLD

AC SPARK PLUG DIVISION



GENERAL MOTORS CORPORATION



Suede sport jacket, bright solid-color shirt

Nubby Tyrolean hat with colorful feather



Soft wool Argyles, two-tie moccasins

*it's
in
style*

TO BE COMFORTABLE

More than ever before, the season's news in men's styles is the *casual, comfortable* look. And an important part of that "at ease" appearance comes from Jockey brand underwear... the first underwear *tailored* to fit the male body!

Jockey shorts are *right* for every type of wear... *perfect* for active sports wear. Features like these make Jockey shorts unequalled today: heat-resistant rubber in waistband stays lively longer... Nobelt strip rubber in leg openings won't sag or bind... exclusive angled front opening can't gap. You'll like Jockey undershirts, too. They're contoured to eliminate excess bulk—long in back, shorter in front, shaped just like your dress shirt. Always stay in place.

Jockey shorts and contoured undershirts are made to go together. Don't settle for less... make sure the label says "Jockey"!

Jockey[®] underwear

made only by *Cooper's*[®]

All the world wears Jockey! Cooper's, Incorporated—Kenosha, Wis. Licensees and registered users: Canada: J. R. Moodie Company, Limited; Australia: Speedo Knitting Mills; British Isles: Lyle & Scott; New Zealand: Lane, Walker, Rudkin; Switzerland: Vollmoeller; France: Verdier; Colombia: Textiles, Ego; Italy: Sacti; Denmark: Taco; So. Africa: Ninian & Lester; Germany: Volma; Austria: Josef Huber's Erben; Ireland: Dublin Shirt & Collar Company.

Bolivia's Sky-high Road CONTINUED



EMBRACE FOR PRESIDENT is given Paz Estenssoro (right, foreground) by Indians who will now produce more food for shipment over the new road.

PLAUDITS FOR THE PRESIDENT

Like any good politician, Bolivia's President Paz Estenssoro did not mind claiming much of the credit for the new road, though he was in exile when the project really got rolling in 1950. The Export-Import Bank furnished 34 of the necessary \$45 million. A U.S. engineer named Benjamin Cottrell spent five years on muleback surveying the sheer passes. The U.S. firm of Macco Panpacific sent down 103 technicians to help boss the construction. But President Paz Estenssoro, who since returning to power in 1952 has strengthened his hold on the predominantly Indian population by nationalizing the tin mines and by initiating land reforms, was hailed the highway's real hero as his brown convertible led the opening-day procession over the Andes.



PRESIDENTIAL VICTORY SIGN is waved by Paz Estenssoro to farm workers. In his right back pocket is a Colt revolver, the gift of a U.S. banker.



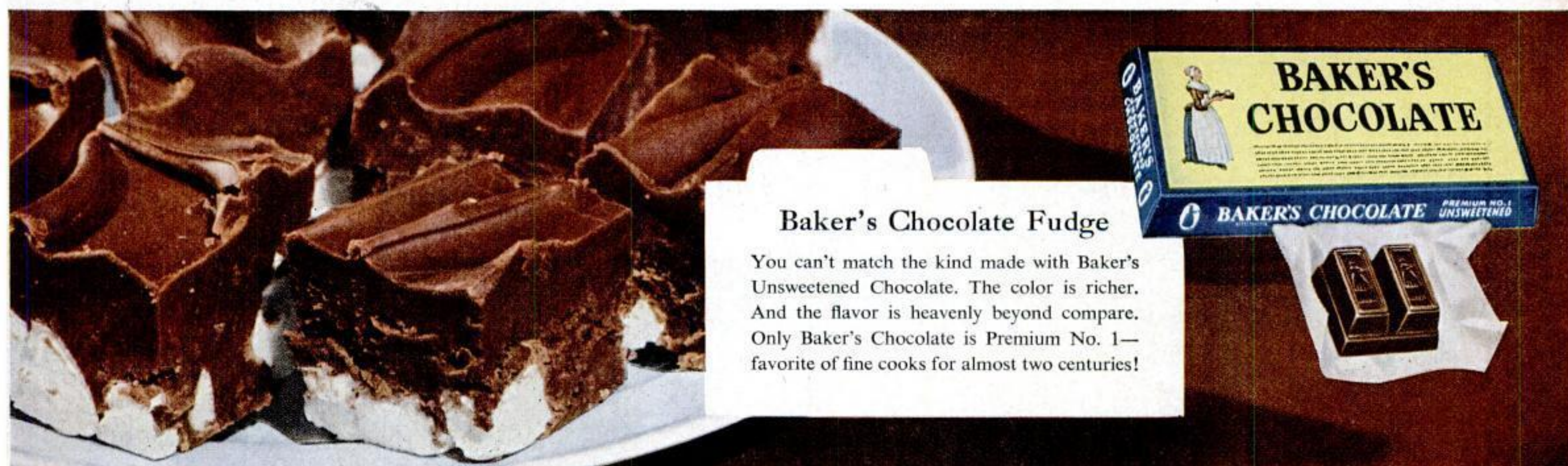
NEW Baker's Cocoa
Richer! Darker! Better for baking!

Give everything you bake a more luscious chocolate flavor, a more tempting color and aroma! New Baker's Cocoa is Dutch-processed—only cocoa with the famous Walter Baker flavor! Recipe on package for the best cocoa cake you ever baked. Try it with this superb *cocoa frosting*!

2½ cups sifted confectioners' sugar
 ¼ teaspoon salt—¼ cup Baker's Cocoa
 ¼ cup butter or margarine
 ¼ cup hot milk—½ teaspoon vanilla

Sift dry ingredients. Cream butter, add part of sugar mixture gradually, mixing well. Add remaining sugar mixture alternately with milk, beating until smooth. Blend in vanilla. Makes 1½ cups of fluffy, Baker-rich frosting.

Chocolate makes it good... Baker's makes it best!



Baker's Chocolate Fudge

You can't match the kind made with Baker's Unsweetened Chocolate. The color is richer. And the flavor is heavenly beyond compare. Only Baker's Chocolate is Premium No. 1—favorite of fine cooks for almost two centuries!



This is the red that turns every

Revlon's 'Queen of

a bright-hot, white-hot flame...

like acres of diamonds



other red pale with shame!

Diamonds'

flashing with fire!

HAS THE REAL THING COME YOUR WAY?

When it happens, you'll know it at once. The feeling is fabulous. Like the streets are paved with diamonds and they all belong to you. Suddenly all the love songs seem to make sense. A walk in the rain is a trip to Spain, when the real thing comes along. And all your dreams of foreign labels and racing stables, of furs and jewels and swimming pools—you trade them all, for one million-dollar moment filled with love. You're fortune's darling, you're 'Queen of Diamonds', you own the world—when the real thing comes your way!

Wouldn't you know that only Revlon could create a color to match this million-dollar mood? It's here and it's heaven—a haunting, restless flame that fairly crackles with excitement!

Wear 'Queen of Diamonds' now, tonight. And all at once the world is yours! Anything could happen—(and why not let it, just this once?)

**This is the red that turns
every other red pale with shame!**

Have you tried Revlon's new 'Lanolite' Lipstick?

It's almost too good to be true—you'll agree, first time you wear it! Here's the real thing, at last, in a non-smear-type lipstick—it actually softens dry lips—because it's blended with Revlon's own precious ingredient, 'Lanolite', 3-ways better than lanolin itself! Who'd dream a lipstick could look so luscious, feel so good, and last so long! Try 'Lanolite' lipstick in 'Queen of Diamonds' today! 1.10†
(Non-smear or regular type)

For matching fingertips...

Revlon's 'Wear-Longer' nail enamel

For over 20 years, known the world over as the only professional nail enamel. Stays on days longer.

'Queen of Diamonds' regular nail enamel .60†
'Queen of Diamonds' Frosted nail enamel .75†

DIAMONDS: HARRY WINSTON DRESS: ZITA †PLUS TAX





(PHOTO—OWENS RIVER, CAL.)

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At any point on the compass—in northern hunting lodge or
southern mansion, western ranch or eastern penthouse—smart
hosts make a point of serving Kentucky's cheerful Old Sunny Brook!

"Cheerful as its Name"

*which
do you
prefer?*



Kentucky Blended Whiskey, 86 Proof, 65% Grain Neutral Spirits • Kentucky Straight Bourbon Whiskey, 86 Proof • The Old Sunny Brook Co., Louisville, Ky.

NEW GESTURES FOR OLD

Movie hopefuls revamp stock emotions of the silent screen

In the florid days of the silent screen even the greatest of movie idols were forced to base their acting and emoting on rigidly formalized gestures. So standardized did the gestures become that they were compiled, photographically, in a textbook called *Motion Picture Acting*, published in 1916. Recently the student-starlets and young men of Universal-International's talent school, a million-dollar-a-year training ground for movie recruits, took on the project of vying with the old stars, emotion for emotion. Without being shown the old pictures, they were told to act out skits, written by the school's coach Katherine Warren, which matched the old situations of "merriment," "anger," "desire," etc. How well they succeeded is shown in the vignettes which appear, with their silent film prototypes, on these pages.



"Mimicry, merriment, sportiveness, playfulness and mischievousness" were portrayed in 1915 by Lillian Walker in "Capitulation of a Major" (Vitagraph).



MODERN MISCHIEF is enacted by U-I Starlet Betty Jane Howarth, duplicating old version shown above. Betty Jane was told to "play a fun-loving sorority sister sneaking back to her room after curfew."

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NEW GESTURES CONTINUED



"Wavering, doubt, uncertainty" were registered by Marie Doro ("Diplomacy," 1916).

DOUBT, 1954, is exhibited by Starlet Kathleen Hughes, as pianist whose lover (Race Gentry) registers "love, desire," urging her to abandon career.



Ethel Clayton displayed "anger and resentment" to oldtime star E. K. Lincoln in "Ophelia."

ANGER registers anew in pose of Allison Hayes, playing star who just discovered fiancé Brett Halsey ("conciliation, placation") had date with rival.



CONTINUED ON PAGE 77



Tony the Tiger would give the



stripes off his back for...



Kellogg's **Sugar Frosted Flakes**

Tony might lose his stripes—but never his grin. Not while he's got his Kellogg's Sugar Frosted Flakes! Lots of folks feel the same. That's because these big, crackly flakes of corn are covered all over with Kellogg's secret sugar frosting. Have some? Tony says: "They're Gr-r-reat!"



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\$2.98



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COLORAMA CRAFT

Anyone can create colorful 3-D Bead Pictures by placing beads on frame. Complete with instructions and colorful designs. Ages 5 to 15 \$2.49

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JR. MISS COSMETIC KITS

Every Little Miss from 3 to 9 wants one of these adorable travelling Cosmetic Kits. Atomizer that really works, pure, safe and harmless cosmetic and vanity items \$2.98
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Loaded with realistic instruments and equipment, these colorful padded vinyl bags are a joy to every girl and boy from 4 to 10 years \$2.98
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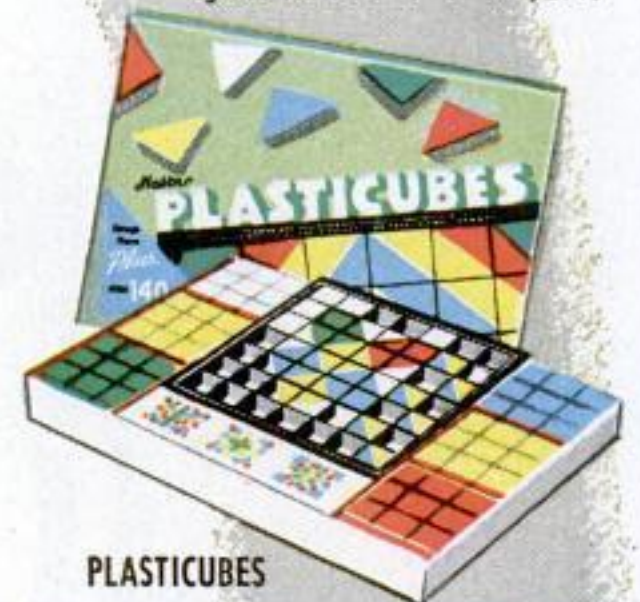


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MR. AND MRS. POTATO HEAD . . . \$1.98

Potato Head Family \$2.98

Includes Son Spud and Daughter Yam.

NEW GESTURES CONTINUED

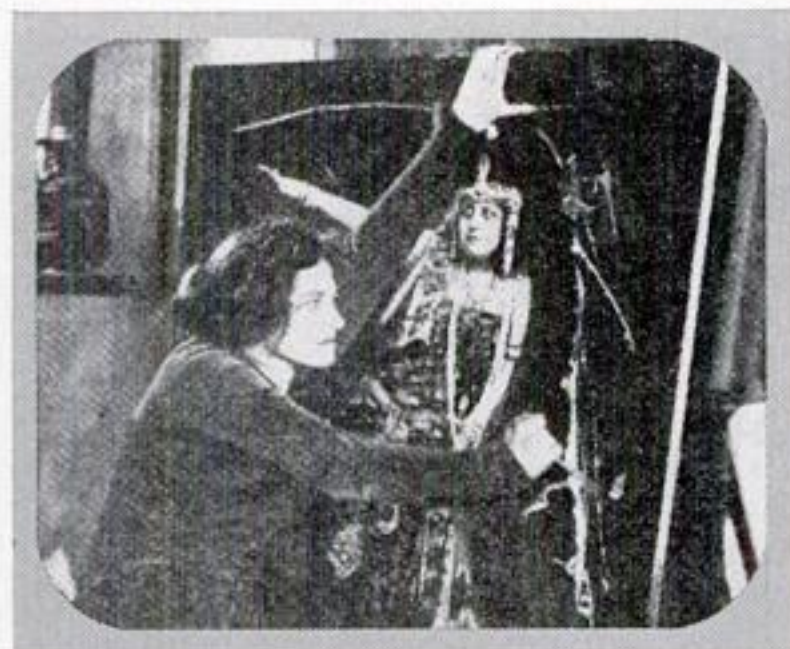
"Cruelty, evil, venom, vengeance" were Iva Shepard's emotions in "Drifter" (Gaumont).



VENGEANCE is underplayed by Starlet Mamie Van Doren as a great star who has just learned that her lover and leading man has been two-timing her.



Pauline Frederick registered "savagery, ferocity, fury" in "The Spider" (Famous Players).



SAVAGERY possesses Susan Cabot, playing part of a famous painter's wife who jealously slashes up the painting her husband made of a favorite model.



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is today's
Great Buy

*it's white
it's softer than ever*

So soft you'll use it for baby always

another Great Scott Value

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THE WOODS OF HOME

Loveliest of nature's realms, the leafy forests of earth's temperate zones are the product of climatic extremes that control the cycle of the seasons

Text by LINCOLN BARNETT

Photographs by GJON MILI

Illustrations by WALTER LINSENMAIER

The same leaves over and over again!
They fall from giving shade above
To make one texture of faded brown
And fit the earth like a leather glove.

Before the leaves can mount again
To fill the leaves with another shade,
They must go down past things coming up.
They must go down into the dark decayed.

They must be pierced by flowers and put
Beneath the feet of dancing flowers.
However it is in some other world
I know that this is the way in ours.
ROBERT FROST, *In Hardwood Groves*

ALTHOUGH man has colonized the planet from its white polar regions to the hot midriff of the equator, he has clustered most thickly in those middle latitudes where the vagrant sun annually contrives the miracle of the seasons. It is here, in the so-called temperate regions, with their stimulating inconstancy of temperature, their alternation of summer languor and winter bite, that he has flourished most vigorously and evolved his most intricate societies. And it is here that nature has fashioned the loveliest of earth's adornments—the ever-changing woodlands whose yearly cycle of death and renaissance has evoked the wonder and gratitude of mankind since the first savage minstrel sang the first hymn to spring.

Paradoxically, the temperate zones are not truly temperate at all. In deep winter they are recurrently gripped by cold almost as bitter as the breath of the Arctic, in deep summer they experience heat almost as intense as the shimmering fervors of the tropics. Hence all living things that have their abode within these middle latitudes must adapt themselves to antipodal climatic extremes. In the same way that the towering, forever green trees of the tropical rain forest are products of unending summer, and the spiny, water-hoarding flora of the desert are creations of a parched and thirsty domain, so the well-loved woods that grace our homeland hills and valleys represent a response to the excesses of a fickle climate. It is the annual rise and fall of the temperature that induces the bursting buds of spring, the lush leaf of summer, the gold and scarlet foliage of fall and winter's barren boughs.

The greatest environmental threat that these temperate zone woods must face is the physiological drought of winter, when freezing temperatures transmute water into ice, thus rendering it unavailable for use. To protect themselves in this hostile season they hibernate: they shed their leaves and enter a period of dormancy that endures until returning spring. Trees and plants that have developed this mechanism are called "deciduous"—from the Latin verb *decidere*, meaning "to fall off." During the summer they demand huge quantities of water; for their broad leaf surfaces constantly lose moisture which is evaporated directly from the living cells. Stripped of their leaves, however, deciduous trees become as impervious to drought as any desert cactus. Growth and assimilation virtually cease. The thick armor of bark on their trunks and boughs, the tough scales that envelop each bud provide immunity to desiccating winter winds.

Almost all deciduous forests on earth lie in the Northern Hemisphere. South of the equator the continental land masses taper off into the sea at the latitudes where proper climatic conditions might prevail. But in the north three great bands of forest braid a green necklace around the globe. One reaches from the British Isles across Europe to western Asia. Another mantles portions of China, Korea and Japan. But the largest and richest deciduous forest in the world grows in the eastern U.S. Bounded on the north by the dark evergreens of Canada and on the south by the subtropic vegetation of the Gulf states, the forest realm rolls westward to the wide prairies of

the continental heartland. Here the frontier between deciduous forest and grassland (the two dominant forms of vegetation in the U.S.) is limned by rain. Grasslands flourish where rainfall averages 10–30 inches a year; deciduous forests require more than 30 inches.

To the eye of urban man, who may casually agree with Vergil that "the woods please us above all things," the green arcades of a leafy forest seem undiversified; one woodland glade looks much like any other. Yet in actuality the forest is a complex domain within which the botanist distinguishes many plant communities. Thus, although the chief components of the American forest are the oak, maple, beech, basswood, hickory, ash and elm, their relationships vary from place to place. The western edges of the forest are dominated by an oak-hickory association. Along the Canadian border deciduous, coniferous and mixed forests alternate in a zone where northern and southern species continually strive for supremacy. These patterns within the overall tapestry were woven by events in prehistoric times—by climatic changes, the uplifting of mountain ranges and the advance and retreat of glaciers. Then came man, with fire and ax.

Today farms and secondary growth occupy most of the realm once blanketed by the mightiest deciduous forest in the world. Out of 400,000 square miles of primeval woods that greeted the incredulous eyes of the first Europeans, only 1,600 square miles now remain in unspoiled state. One such tract survives barely 50 miles from New York City on the rolling piedmont of New Jersey. It is known as Mettler's Woods, and it is this small (65 acres) but truly virgin forest that the pictures on the following pages disclose. The trees and plant life it harbors represent an unbroken succession dating back to the end of the ice ages when deciduous trees reconquered the land in the wake of the last glacier. Its preservation in primeval state derives from the fact that one family has maintained continuous ownership since 1701, consistently refusing, generation after generation, to allow it to be cut for timber, cleared for farming or scarred by fire.

As in every forest, the green colonnades of Mettler's Woods ascend in several tiers or galleries to the forest roof. The canopy trees, which average 75 feet in height, are the oaks and hickories, reinforced here and there with an occasional beech, sugar maple or ash. Midway between the upper canopy and the forest floor extends a complete understory of flowering dogwood, which in spring suffuses the forest aisles with hovering clouds of white bloom. Far below lies the shrub layer, ruled by maple-leaved viburnum, interspersed with spicebush, black haw and arrowwood. Clinging to the floor, stippling the red-brown soil with changing colors, are the woodland herbs—May apple, spring beauty, violet, anemone and a bright galaxy of others. On these four stages the pageantry of the seasons is annually revealed—a recurring miracle that moved the 18th Century English poet James Thomson to declare in his "A Hymn on the Seasons":

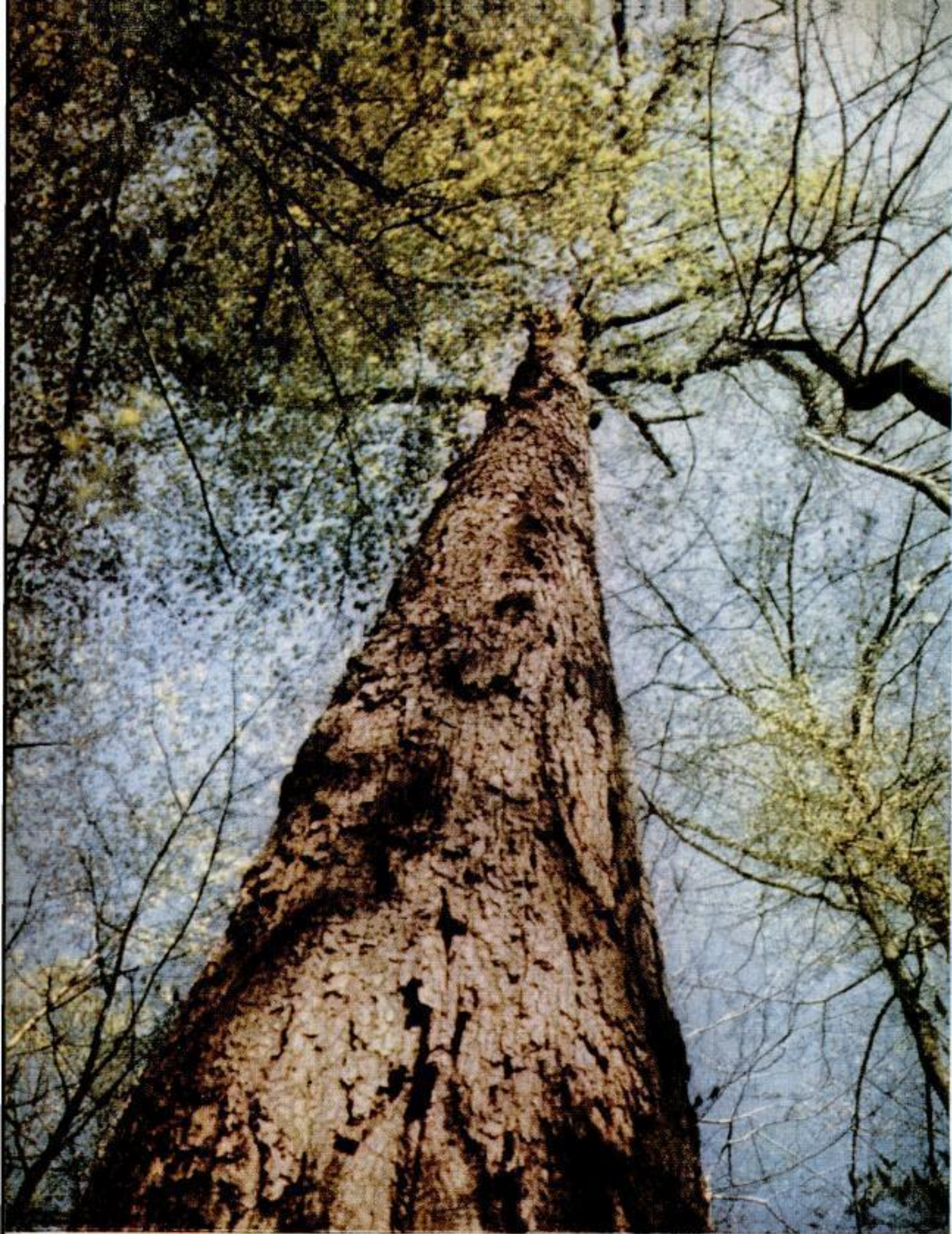
These, as they change, Almighty Father, these
Are but the varied God. The rolling year
Is full of Thee. . . .

CONTINUED ON NEXT PAGE



IN APRIL ON THE FOREST FLOOR the never-ending sequence of the seasons unfolds as the new plants arise from the faded leaf litter of the vanished year. The small violet and the sturdy green skunk cabbage, spangled now with shining

drops of rain, annually brighten the procession of spring. As the months advance these dead leaves will slowly disintegrate and return again to the soil. By the middle of May the floor of the woods will be freshly overlaid with varicolored blooms.



THE MONARCH OAK rises tall and straight to the budding canopy of spring. Aloft, its branches intertwine with those of a neighboring beech (*left*) and a black gum (*right*). On following pages this same oak is shown in other seasons.

THE RUSH OF SPRING

IN the still depths of the woods the tides of spring rise from the forest floor, quietly at first, then quickening, gathering tempo, surging among the layered branches, mounting through the shrubs and dogwood till they engulf at last the promontories of the greatest oaks. Late in March, as the frost dissolves in the obdurate soil, the little ground herbs stir, for they must flower before the closing of the canopy deprives them of the sun. Long before the fading of the final snows, the green fingers of the skunk cabbage have thrust upward through the streamside mud. The buds of the May apple and the spring beauty arise from the matted leaf litter, along with the first shoots of the demure violets.

Meanwhile secret changes are taking place within the hearts of trees. The warming of air and ground sucks streams of sweet sap upward to the buds, wrapped in snug protective scales. In response the tiny leaflets within each bud begin to grow, forcing the scales to part, revealing the glint of green and gold. By mid-April the cherry wears clusters of white flowers on every striped branch, the spicebush veils the moist places with a yellow mist, and the red maple is hung with ruby blooms.

As April yields to May, spring comes with a rush, flooding the earth with waves of flowers. Swiftly the forest floor is carpeted with tassels of Solomon's seal, yellow bellwort and wild geranium. Overhead the dogwood blossoms white-feather the gold-flecked air. Here and there white bouquets of viburnum begin to gleam against the fresh new green of its leaves.

Finally the trees take up the cry of spring. The leaves of the sugar maples, the cherries and the beeches swell rapidly, and the long hairy catkins of the red oaks litter the ground. The candlelike buds on the hickory boughs explode in an emerald burst. By the middle of May the grand period of growth is at its peak. And now, as the laggard oaks, last to extend their leaves, weave the missing patterns of the canopy, summer stands quietly at the edge of the woods.

CONTINUED ON NEXT PAGE

IN A SUN-FLECKED GLADE OF METTLER'S WOODS, OPENED BY THE HURRICANE OF 1950, BLOSSOMS OF FLOWERING DOGWOOD GLEAM WHITE AGAINST THE CLEAR YELLOW-GREEN





THE SKUNK CABBAGE, earliest sign of spring, spreads its bold green leaves amidst the streamside mud. Even in the wintertime their initial spears sometimes probe tentatively upward through the snow or pierce the thin ice film beside the

woodland brook. In March their streaked, purplish hoods unfold to reveal a spadix covered with tiny flowers that lure insects for pollination. After the flowers come the large, foul-smelling leaves which have given the plant its name.

OF THE STILL UNFOLDING LEAVES OF THE LARGER TREES. THIS WOODLAND SCENE, TAKEN WITH A ROTATING CAMERA, COVERS AN ARC OF 160°, THUS ACCOUNTING FOR THE





MOURNING DOVE
BLACK RACER
DEER MOUSE
RED-BACKED SALAMANDER
GRAY FOX
RED FOX CUBS
BOX TURTLE

OPOSSUM
RING-NECKED SNAKE
MOLE
CROW
RED FOX

GRAY SQUIRREL
DOWNY WOODPECKER
RACCOON AND YOUNG

CHIPMUNK
WOOD FROG
FOWLER'S TOAD

THE FOREST DWELLERS

FOR the many shy animals that inhabit the woods, spring is a time of domestic enterprise. Awakening in their underground dormitories, the hibernators come forth lean and irritable, complaining of their empty bellies. The furry mammals discard their winter coats for light summer wear, and most of them become involved at once in obstetrical matters. In the trees the male birds, parading fine feathers and demonstrating their vocal range, swagger about trying to make a favorable impression. "All the veneration of Spring," Emerson observed, "connects itself with love. . . . Even the frog and his mate have a new and gayer coat for this benign occasion."

Since the clearing of the eastern forests many animals have learned

to combine the shelter of woodlands with the diverse food supply of open fields and farms. Predators, like the foxes red and gray, hunt in the fields by night, returning to cover in the daylight hours. At dusk an entire raccoon family may descend from their tree house in quest of mice, frogs or insects. The striped skunk and opossum are also night rangers. Gentle, unaggressive, the skunk walks abroad secure in his weapon of liquid musk; his principal enemies are man and the horned owl. The omnivorous opossum will eat anything from snakes to nuts. The most bloodthirsty hunters of the woods are the weasel, whom the naturalist Ernest Thompson Seton called "a wandering demon of carnage," and the tiny shrew. The latter will attack prey larger than itself and can eat its own weight in flesh every day.

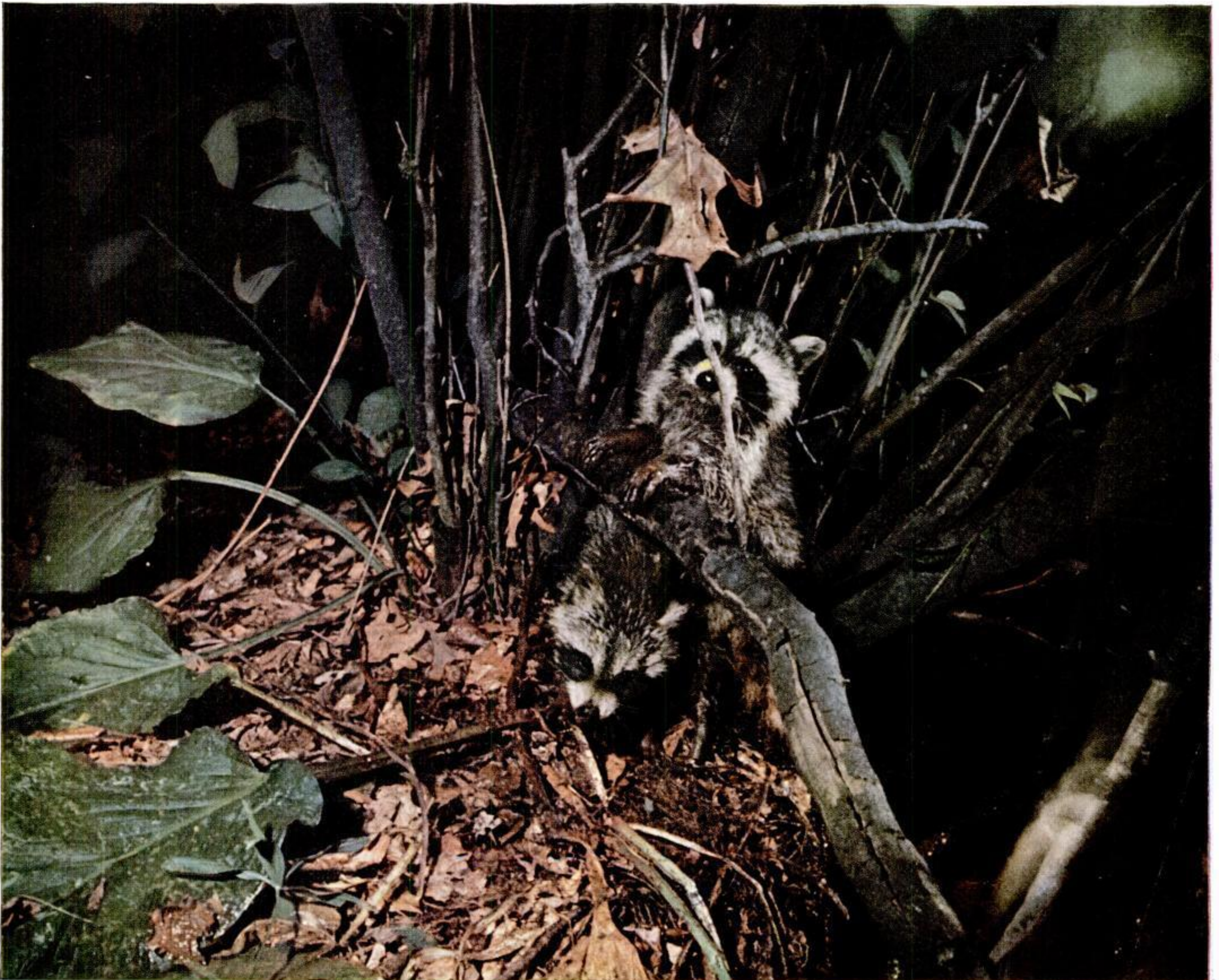
At the other terminus of the food spectrum stand the vegetarians and the hunted. Largest of these, and largest animal in the woods, is



A FIVE-DAY-OLD FAWN struggles to its feet in a leafy retreat where its spotted coat blends perfectly with the dappled sunlight. Their camouflage and lack of scent protect fawns from predators during the month before they begin to wander.



A BABY SKUNK investigates a fallen log. Born in late April or early May, usually six or eight to a family, young skunks are playful as kittens. Unlike other mammals which disperse in the fall, skunks stay together as a family for a full year.



A PAIR OF BABY RACCOONS frolic beside the stream. Although raccoons are normally nocturnal animals, during the springtime mother raccoons often bring their babies out of their hollow tree home to play in the sunshine. By June

they will be weaned; then they will begin to accompany their mother on her nightly hunting trips, learning how to catch frogs and fish, find turtle eggs, dig for earthworms and pull rotten logs apart in quest of insects and tasty grubs.



THE MAY APPLE blankets the forest floor throughout the spring. Its hidden white flowers come to bloom in the first weeks of May and are all but spent by June. During the summer its large yellow fruit ripens among the withered leaves.



THE JACK-IN-THE-PULPIT, a relative of the skunk cabbage, is a sturdy evangelist of early spring. It bears a number of tiny flowers on a club-shaped spadix (the jack) which is hooded by a green-and-purple, striped spathe (the pulpit).

CHANGING ANGLES OF SUNLIGHT FROM LEFT TO RIGHT. THE GREEN CARPET OF THE FOREST FLOOR IS COMPOSED OF MAY APPLE LEAVES. THE BIG TREE AT LEFT IS A BLACK OAK





FLYING SQUIRREL

WEASEL
TOWHEE
SHORT-TAILED SHREW
STRIPED SKUNK

BLACK-CAPPED CHICKADEE
FAWNS

CARDINALS

BLACK-AND-WHITE WARBLER

WHITE-TAILED DEER
GARTER SNAKE
SONG SPARROW AND NEST

SCARLET TANAGER

COTTONTAIL RABBIT AND YOUNG

WOODCHUCK

the white-tailed deer. Pursued by man, threatened by starvation in winter, the deer seldom enjoys a life span of more than 15 years. The cottontail rabbit survives by proliferation, as does the deer mouse which breeds throughout the summer. The stodgy woodchuck dwells snugly in a fortified burrow, while the mole passes virtually his entire life underground. The arboreal rodents find sanctuary in the trees, though the chipmunk is a ground feeder and the so-called flying squirrel cannot really fly, but merely glides, supported by a membrane between his legs. The alert, provident gray squirrel, once nearly exterminated by wholesale slaughter and the destruction of nut forests, has again increased his numbers.

Most secretive of the forest dwellers are the reptiles: the box turtle, the garter snake, the ring-necked snake and the speedy, carnivorous black racer. Among amphibians the red-backed salamander

is unusual in laying its eggs on land. The wood frog and Fowler's toad are water breeders. During the mating season they serenade their loved ones with distinctive voices, the frog in a cadenza of sharp "chucks," the toad in a penetrating monotone.

Of all the populations of the forest, by far the most conspicuous are the birds. Among the year-round residents of Mettler's Woods are the handsome cardinal, the rowdy crow, the downy woodpecker and the black-capped chickadee. One of the first migrants to arrive each year is the sweet-voiced song sparrow, who generally shows up in April, soon followed by the mourning dove making melancholy moan, the towhee, the black-and-white warbler and the scarlet tanager, gaudiest of summer birds. By June the galleries of the forest echo with their liquid notes, and in innumerable hidden nests lie the delicately tinted eggs within whose fragile shells new life begins to stir.

CONTINUED ON NEXT PAGE



SPRING PEEPER
 FISHER SPIDER
 HORSEFLY LARVA
 WATER FLEA
 CRANE FLY LARVA
 ROUNDWORMS (NEMATODES)

GREEN FROG
 WATER MITE
 TUBIFEX WORMS
 MOSQUITO LARVA
 PHANTOM LARVA

PICKEREL FROG
 MAY FLY

BULLHEAD
 HORSE LEECH

SHINER

LEOPARD FROG
 SUNFISH
 WATER STRIDER

THE WOODLAND STREAM

IN THE low places of the forest small watercourses sometimes thread their way beneath the boughs, creating a subsidiary province of life within the greater woodland domain. Such is the case in Mettler's Woods where a narrow rivulet called Spooky Brook flows quietly between shallow banks. Vanishing in summer, leaving only a wrinkle of mud behind, it overflows its margins each spring, flooding the land on either side and offering hospitality to a multitude of water-loving creatures. Fish and reptiles then move upstream from the river below. Choirs of frogs convene and shake the air with nightly oratorios. Aquatic insects pirouette upon the silvery surface.

The overlords of the stream are the larger vertebrates, of whom the undisputed autocrat is the irascible snapping turtle, biggest of fresh water turtles (up to 40 pounds). Attended by his two smaller cousins, the musk turtle and the mud turtle, he lurks half hidden on the bottom, ready to bite viciously at any edible morsel that wanders past his horny beak. The only other reptile in the stream is the harmless water snake which skims the surface at night in quest of small prey. Although many amphibians live on land in adulthood, most of them return to water each spring to breed and practice part singing. Top tenor of the frog glee club is the spring peeper, who turns up in March and whose throat, when he sings, inflates like bubble gum. In mid-April he is reinforced by the resonant baritones of the leopard frog and spotted pickerel frog, and by the green frog's bull-fiddle bass. Their silent



WATER SNAKE

PICKEREL

DAMSEL FLIES

WHIRLIGIG BEETLE

FAIRY SHRIMP

POND SNAIL

SNAPPING TURTLE

BACK SWIMMER

MUD TURTLE

FINGERNAIL CLAM

ASELLUS

SCUD

HAIRWORMS

TWO-LINED SALAMANDER

PREDACEOUS DIVING BEETLE

MUSK TURTLE

WORM LEECH

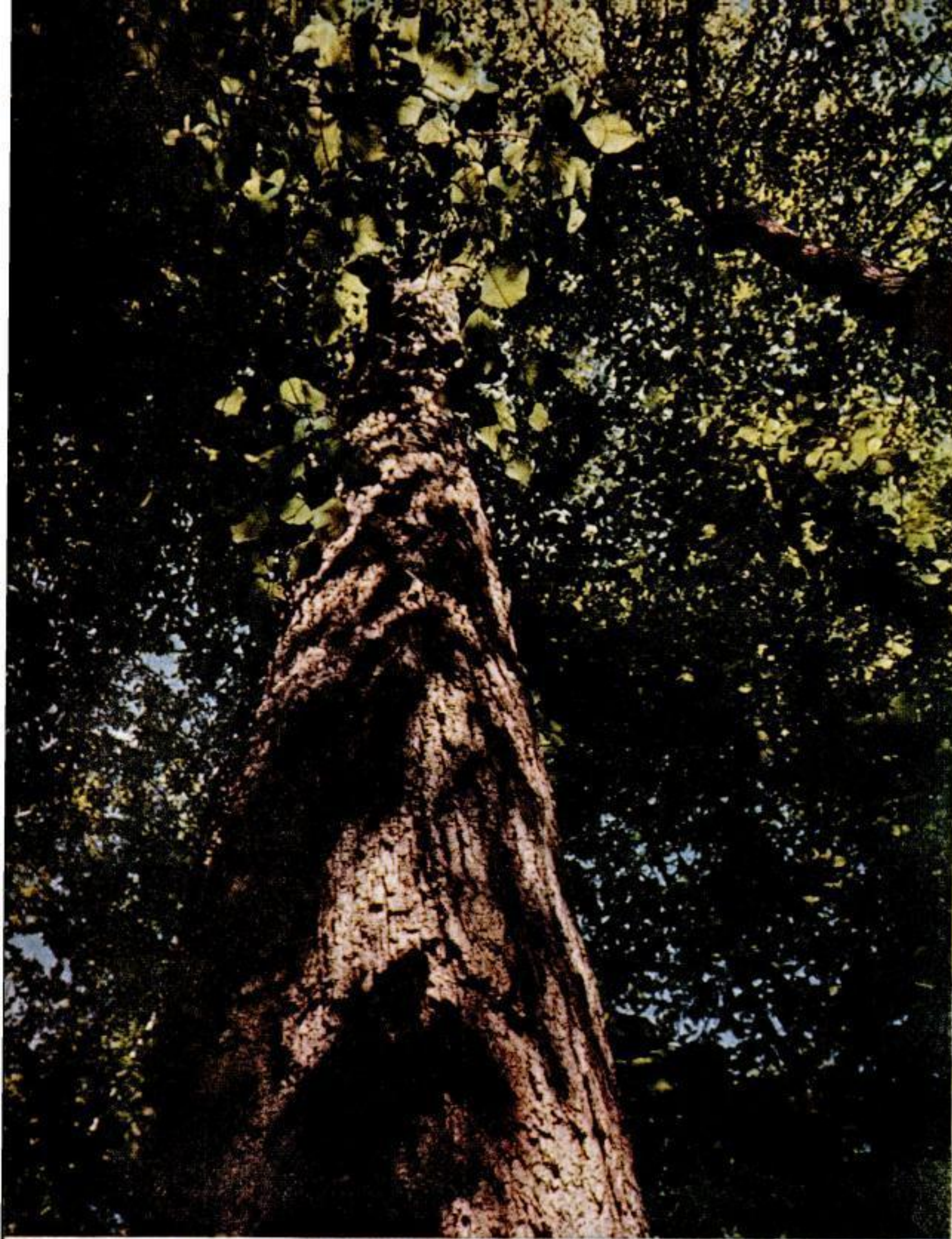
relative, the two-lined salamander, is more aquatic than the frogs, spending most of his life in the water.

The largest of the transient fish is the pickerel who, from his ambush in floating leaves, recurrently rushes forth to gulp a tiny jeweled sunfish or a silvery shiner. The whiskered catfish or bullhead prowls the stream bed by night, feeding on insect larvae, snails and fairy shrimp. Among the permanent residents of the stream many, like the pond snail, the leeches and the fingernail clam, survive the summer drought and winter cold by burying themselves in the mud. Other bottom lovers include the *Tubifex*, aquatic counterpart of the common earthworm, and the primitive hairworms and nematodes.

Although all adult insects breathe air, many of them lay their eggs in water. So the green channels of the stream glimmer in spring with

the translucent wings of the short-lived May fly and of damsel flies mating in mid-air. The surface is etched with the rippled tracks of the long-legged water strider, the dizzy whirligig beetle, the back swimmer and a tiny crustacean, the water flea. On the muddy bottom the scud and *Asellus* scavenge for organic debris, and the predaceous diving beetle stalks his quarry, carrying his oxygen supply in a tiny bubble underneath his wing covers. Just below the surface, mosquito larvae float head downward, breathing air through short tubes and falling victim occasionally to a mobile phantom larva which swallows them whole. Under leaves at the edge of the stream, horsefly and crane fly larvae slowly mature. Here too, among the lush stream-side plants, two members of the arachnid class, the big-eyed fisher spider and the small but brilliant water mite, hunt their living prey.

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IN EARLY JUNE the final niches of the leafy canopy are sealed, admitting only intermittent shafts of sunlight to gild the trunks of the great trees. The white oak pictured here is the same tree that appears on the third page of this article.

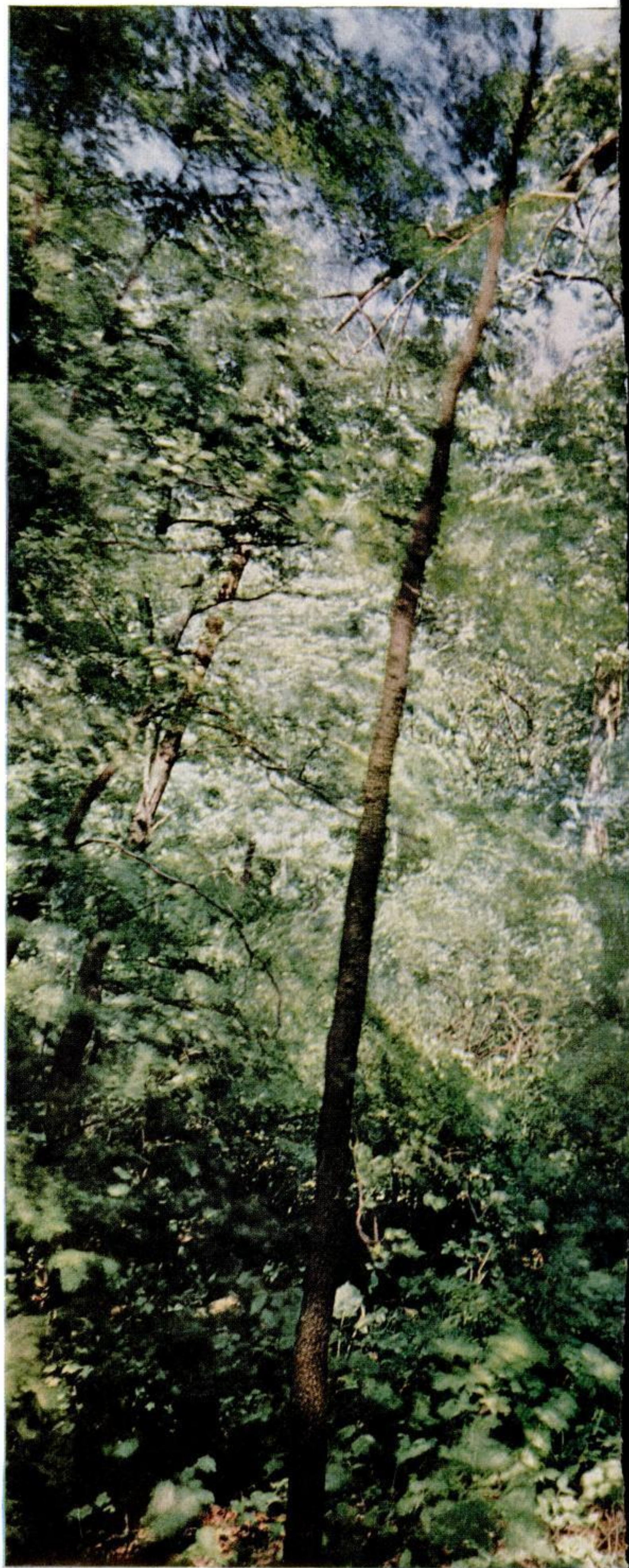
THE FULLNESS OF SUMMER

WITH the closing of the canopy the splendor of summer descends upon the woods. The sounds and movements of spring surrender to stillness and the green serenity of full leaf and long shadow. From time to time brusque thunderstorms rend the afternoons, but mostly the boughs hang motionless, scattering motes of sunlight on the forest floor. The voices of the birds are muted save at the hours of dawn and dusk. Every transept of the woods is imbued with the rapture of fulfillment, of growth completed and work done.

By early June the turbulence of blossoms has abated. Although the flowered embroidery of the spring carpet has faded, a few shade-tolerant plants continue to blossom in the twilight arcades. Throughout July and August fitful glints reveal the pale lamps of the enchanter's nightshade, white clusters of pokeweed and the orange blooms of touch-me-not. In these tranquil weeks the trees settle down to quiet preparation for the year to come. Fruits ripen, and trunks and branches thicken in girth. The process of photosynthesis, by which plants convert inorganic materials into starches and sugars, begins with the first unfolding of new leaves and reaches its peak in May. As summer wears on, the glucose manufactured by the leaves is stored away in twigs, trunks and roots to provide energy for the burst of growth next spring. Winter buds appear on the beeches in May, and on the maple, elm and ash in June.

But summer is not totally a time of triumph and abundance. For in the sultry silences of noon and night's breathless blackness, forces of destruction begin their quiet work. "There is something of summer in the hum of insects," wrote Landor. Now on a billion pendant leaves voracious mouths bite lacy filigrees. Gall blisters disfigure the oak, beetles infest the elm. And with the scourge of insects comes the ruthless summer drought, searing and scything the foliage. Long before the nights grow cool the canopy begins to thin, admitting with the intense starlight premonitions of the brevity of life.

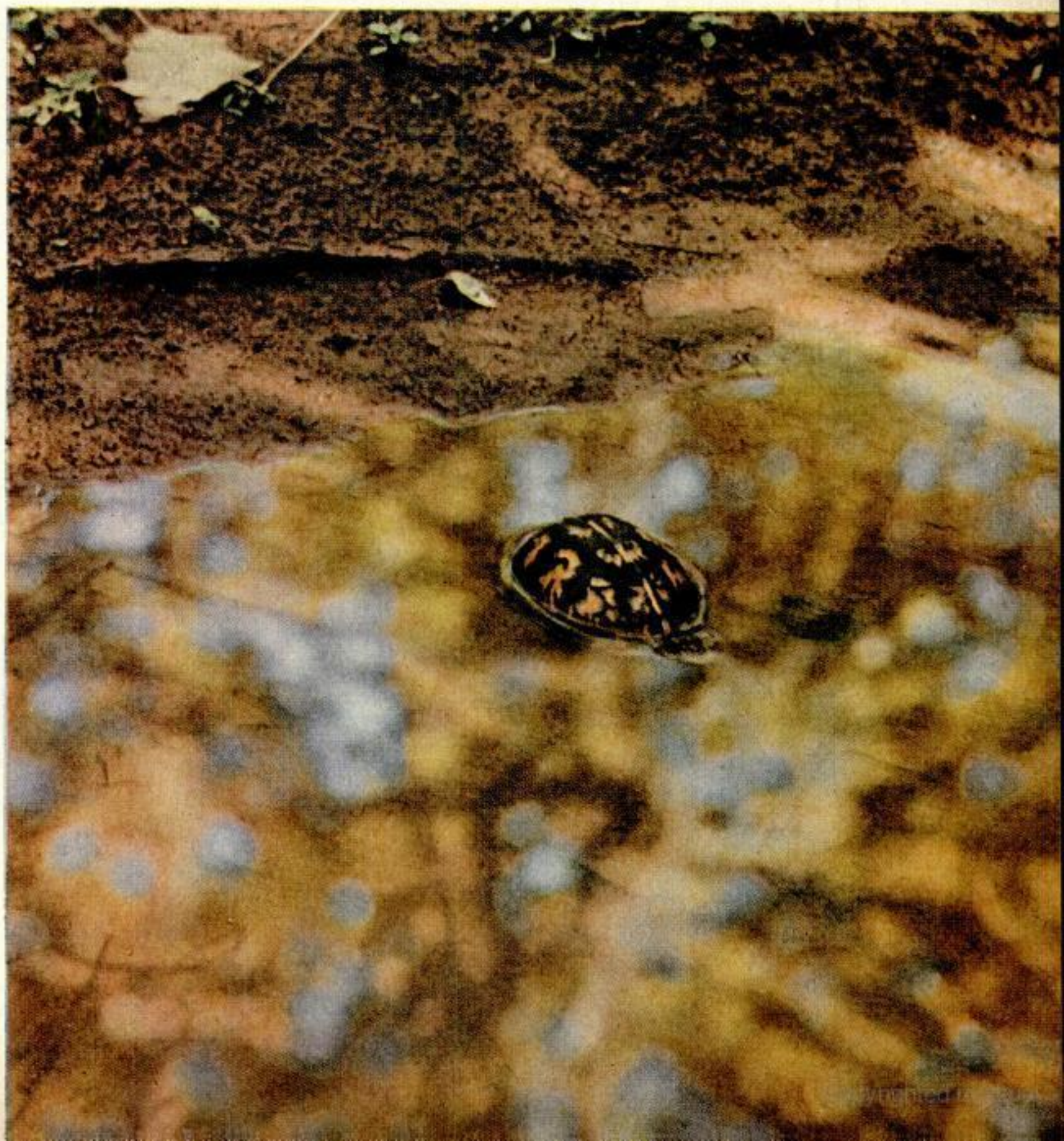
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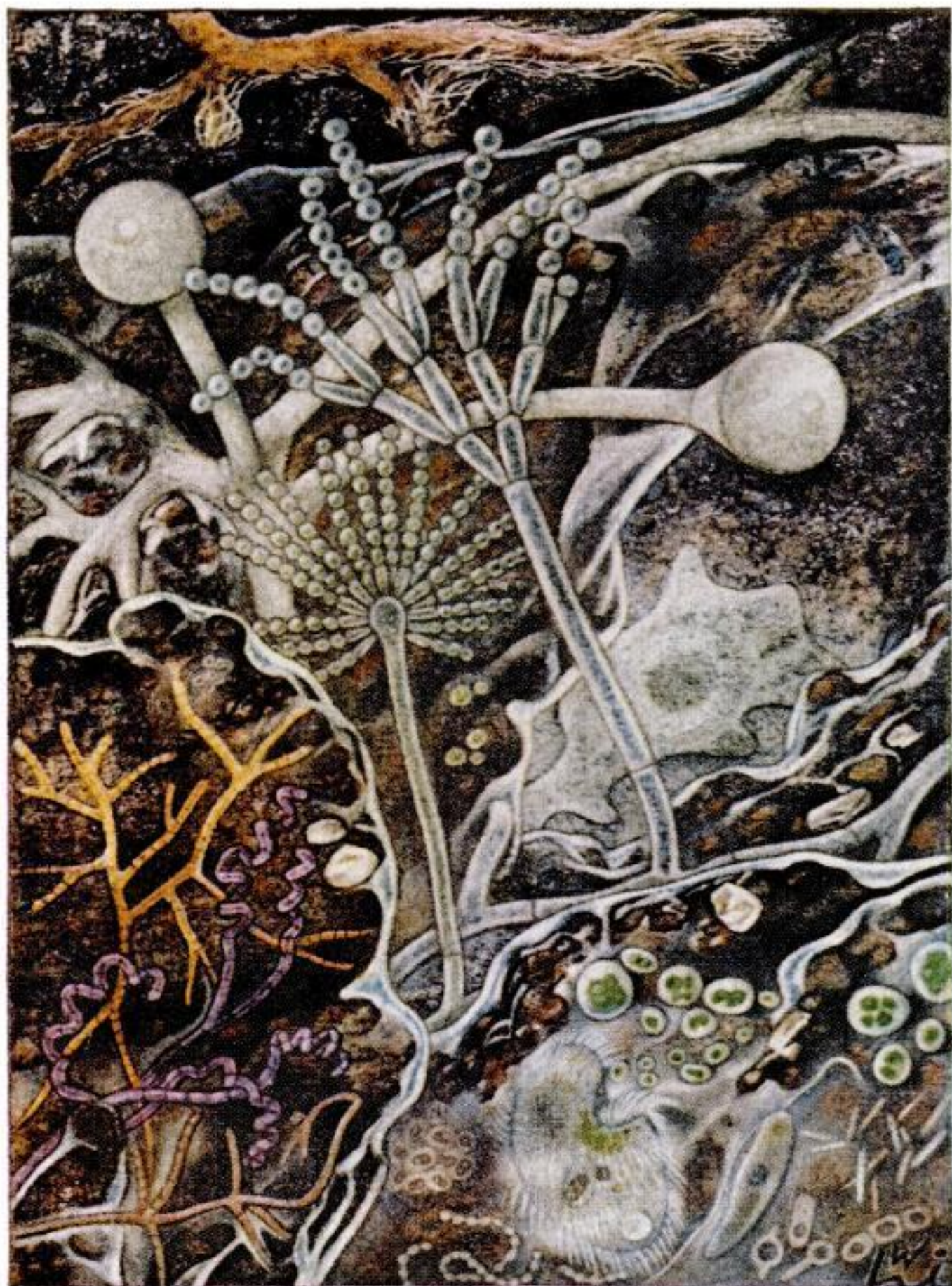
THE GLOW OF SUMMER pervades the heart of the forest on a windy day. At the foot of the oaks and dogwoods the leaves of the spicebush and viburnum tremble in the warm breeze, while overhead the treetops glitter in dancing light.



SUMMER DROUGHT diminishes the flow of water in the shallow brook (*above*) that winds through Mettler's Woods. Along its banks the gay green leaves of the skunk cabbages are still green. But by mid-July they will have shriveled and died.



A BOX TURTLE (*right*) paddles lazily in a tiny pool refilled by unusual August rains. Because small woodland streams often dry up by mid-July and seldom flow again till fall, many aquatic creatures burrow into the mud as they do in winter.



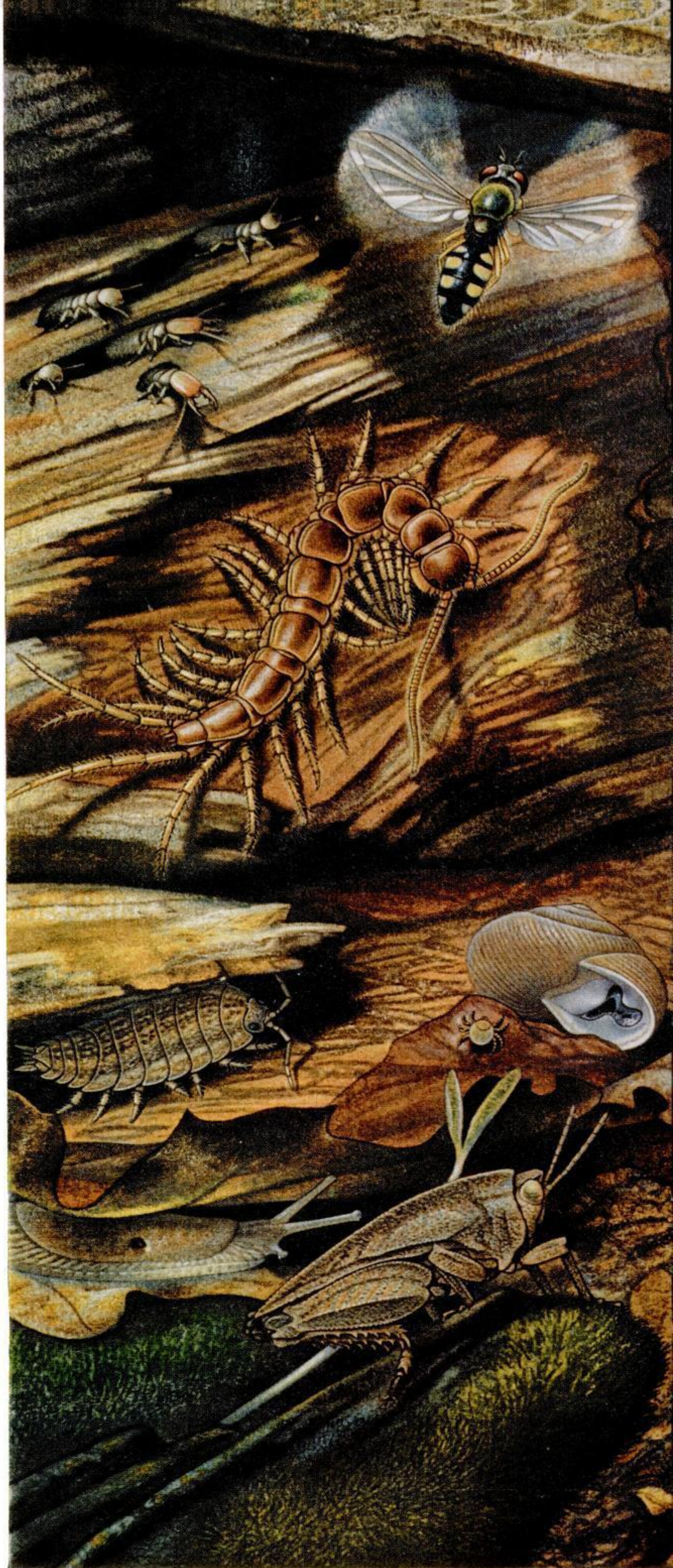
AGENTS OF DECAY are the fungi and other soil organisms. White fungus filaments interlace in the ground with strands of moldlike actinomycetes (lower left) and various bacteria, protozoans and green algae (lower right).

THE LIVING SOIL

DEEP in summer the byways of the woods are silent, sunk in golden calm. Yet all about, invisible hordes of living things abound in numbers inconceivable to man. These are the populations of the forest floor, the lovers of decay. Devouring blighted vegetation, riddling the heartwood of fallen trees, they labor side by side with fungi and bacteria (above) in the never-ending processes of decomposition and rehabilitation of the soil.

Prime agents in this work are the termites, which tunnel tirelessly into every fallen tree to devour the dead wood that provides their whole food supply. The wood roach passes its entire life beneath the bark of rotting trees eating wood. The acrobat ant and the agile springtail both nest under bark. Other scavengers of the forest floor include the sow bug, mite, grouse locust, snail, slugs, nematodes and millipedes. Most important to soil structure are the earthworms whose underground operations help aerate and mix the soil, expediting drainage and root growth. Besides the excavators a number of flying insects hover close to the floor, among them the blue butterfly, moth fly, syrphus fly, crane fly and fungus gnat. Many, like the greenhead fly, firefly and fire-colored beetle, lay their eggs in the soil, so that when the larvae hatch they become temporary residents of the underworld. Of these transients the most chronic is the cicada, which lingers below ground 17 years in maturation from nymph to adult.

As in every habitat of nature the presence of life draws predators. The assassins of this blind cosmos are the brilliant tiger beetle, the burrowing worm snake and the prowling ground snake, the grass spider, pseudoscorpion, tick and centipede. Some of these assist too in the task of tunneling the litter and soil. The work these varied creatures begin is abetted by the fungi, whose ghostly filaments penetrate the ravaged tissues of leaves and logs, and by invisible bacteria which feed on complex substances untouched by larger scavengers and thus complete the mechanisms of decay.



TERMITES

CENTIPEDE

SYRPHUS FLY

**SOW BUG
SLUG**

GROUSE LOCUST

TICK

LAND SNAIL



CENTIPEDES	BLUES	SLUG	CENTIPEDE	FUNGUS GNAT
FIRE-COLORED BEETLE LARVA	WOOD ROACH	CRANE FLY	FIREFLY LARVA	
GREENHEAD FLY LARVA	WORM SNAKE	TIGER BEETLE	GRASS SPIDER	
MILLIPEDE	MILLIPEDE		EARTHWORM	
MITE	PSEUDOSCORPION	SPRINGTAIL	ACROBAT ANT	MOTH FLY
	17-YEAR CICADA NYMPH	NEMATODE	GROUND SNAKE	



CARPENTER ANTS
STINK BUG
SWALLOWTAIL CHRYSALIS
UNDERWING MOTH
SADDLEBACK CATERPILLAR

WOOD NYMPH
FIERY SEARCHER BEETLE
POLYPHEMUS CATERPILLAR

SPHINX CATERPILLAR WITH PARASITIC COCOONS
POTTER WASP

LACE BUG
FOREST TENT CATERPILLARS

THE WINGED WOODS

HOVERING in the canopy, flitting among the shrubs and underbrush, innumerable myriads of insects claim the woods as their domain. In the temperate forest, as on the tundra and in the tropics, they outnumber all other visible forms of life, challenging by sheer proliferation man's boasted dominance on earth. Even in open country, exposed to the buffeting of winds, they threaten his ascendancy, devouring his crops, infecting his livestock, puncturing his skin. In the sheltered woods they reign supreme.

From forest floor to oak crown the insects feast on green abundance. High in the treetops the lace bug and the plant-hopper attack

the undersides of leaves, sucking their juices and causing them to shrivel and die. Farther down carpenter ants invade weak places in the bark and tunnel extensive galleries. Tree borer eggs are laid in holes cut in the bark, whence the larvae spread and infest all parts of the afflicted tree. Far more destructive, the cottony maple scale and oyster-shell scale—legless, wingless insects that remain rooted to the same branch throughout their entire life span, sucking sap from the living plant—often cover whole trees, eventually killing them and infesting all others in the vicinity. Even those plaintive minstrels of the summer night, the snowy tree cricket and the katydid, leaf eaters both, also wreak their share of damage.

The moths and butterflies, with powdered wings, engender supreme agents of destruction. Although the pale green luna moth, loveliest



THALESSA FLY

COTTONY MAPLE SCALE
OYSTER-SHELL SCALE
KATYDID

LUNA MOTH

TREE BORER
HICKORY HORNED DEVIL

GOLDEN-EYED LACEWING
MARBLED SPIDER

PLANT-HOPPER
SNOWY TREE CRICKET

of insects, never eats in its brief life on the wing, its caterpillar feeds on deciduous trees, as do those of the brown-cloaked underwing moth, the polyphemus moth (shown in painting spinning cocoon) and the swallowtail butterfly. The poison-spined saddleback caterpillar dines on oak and cherry leaves, and the hickory horned devil on the foliage of hickories and gums. The larvae of the wood nymph browse on grass. For wholesale devastation, however, none exceeds the ubiquitous forest tent caterpillars which come swarming from their silken canopies in spring and, streaming to the tops and terminal twigs of trees, defoliate huge areas of woodland.

But nature provides controls and balances: for every leaf eater there is a carnivore. The fiery searcher beetle nightly stalks the trees in quest of caterpillars, pupae and grubs of every kind. The potter

wasp stings cankerworms and then imprisons them, alive but paralyzed, in neatly fashioned clay jars as food for its developing young. The larvae of the thalessa fly devour the living larvae of the saw fly. The braconid wasp lays its eggs under the skin of the sphinx caterpillar; when the larvae hatch they bore their way out and spin cocoons on the doomed sphinx's back. The stink bug preys on pupae, puncturing cocoons with its sharp beak and sucking their vital juices. The marbled spider traps all kinds of insects in her classically symmetrical web. And the delicate golden-eyed lacewing begets as its larva one of the fiercest killers in the insect world, the aphid lion, which ruthlessly hunts and gorges insatiably on plant lice, mites and scales. Through such internecine wars the equilibrium of nature is maintained and the green canopy of the woods preserved from annihilation.

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IN OCTOBER the canopy opens in a blaze of glory as autumn's frosty nights shear the painted leaves. Last to fall, the leaves of the oak—this is the same one shown previously—linger amid the gold and scarlet of beech and black gum.

THE FIRES OF AUTUMN

IN mid-September, as the sun dips toward the south and shadows lengthen, a sense of vague disquiet overhangs the woods. The soft-dying days are still bland, but there is melancholy in the slanting lights of afternoon, and in the evenings streamers of mist gather above the stream bed. Outwardly the woods appear unchanged, yet throughout their quiet chambers all life seems poised, entranced, upon the brink of some immense but unforeseeable event.

All summer long the trees have continued to manufacture green chlorophyll. Now, for mysterious reasons, long before the first frost, the chlorophyll supply begins to fail, and the pure emerald of the foliage fades, uncovering the red and yellow pigments underneath. One by one the trees turn, not so much through the addition of dyes as by the unmasking of colors that were always there. Slowly at first, then swiftly during the brilliant days of October, the blaze of autumn races through the woods, enkindling the scarlet conflagration of the maples and transfiguring the beeches and hickories in aureoles of golden fire. Each leaf prepares to fall by forming at the base of its stem a separation layer of thin-walled cells so fragile that they will part at the touch of a breeze or raindrop. A few at a time, then in fluttering myriads, the leaves detach themselves and spin like snowflakes down to the bright mosaic on the forest floor.

During these golden days in the evening of the year the forest animals prepare for the austere times ahead by growing winter coats and putting on fat. The squirrels and chipmunks store thousands of nuts and acorns in their underground granaries. The last migratory birds arrow southward and all insect voices are stilled. By November the forest floor is littered deep in rustling russet leaves. The hickories, elms and maples stand naked, and only the stubborn oaks retain a tattered shawl. It is a time of raw winds and dull skies, when the woods seem drained of light and without color or form. On certain nights the fingers of the frost reach down and touch the ground with rime.

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A RACCOON prepares for winter by feasting on luscious insects from a fallen log. Irregular in their habits, raccoons do not hibernate; but when food gets scarce they take prolonged naps, living on stores of fat accumulated in the fall.



AN OPOSSUM peers lazily from its hideaway at the base of a tree. Like the raccoon its only preparation for winter is overeating during autumn. Females especially may remain in their tree homes for weeks at a time in bad weather.

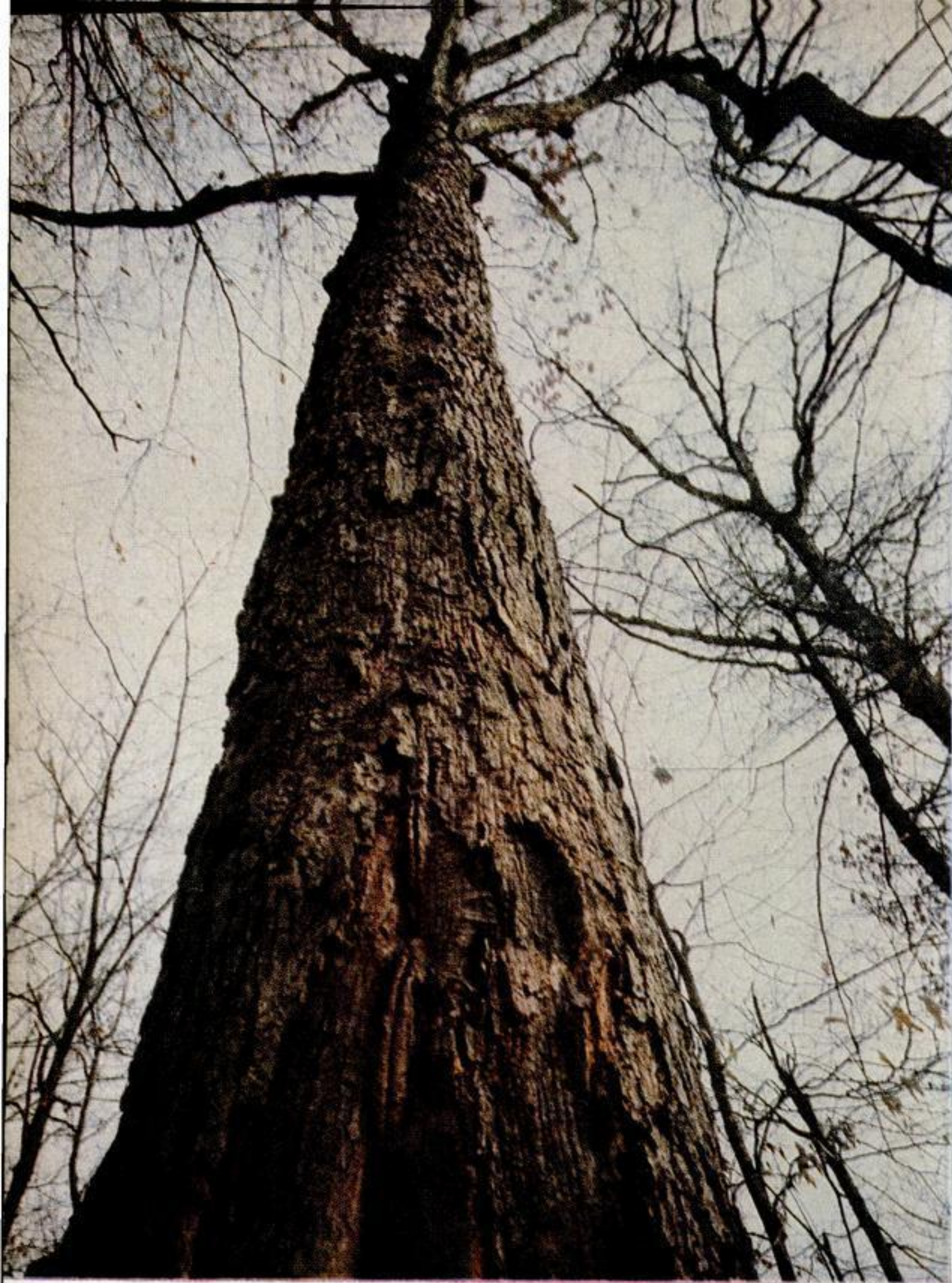


A GRAY FOX, wearing his luxuriant winter coat complete with handsome brush, noses amid the leaf litter for nuts and berries. Normally carnivorous, foxes take advantage of the autumn fruiting season, but return to hunting in deep winter.



A POTPOURRI OF AUTUMN LEAVES emblazons the floor of the forest in October. Drifted from the branches overhead, they lie where they have fallen against the crumbling fragments of a rotting hickory log. Conspicuous among

them are the faded rose leaves of the maple, the red parallel-ribbed leaves of the flowering dogwood and the tawny leaves of the sassafras. A twig of fragrant spicebush, with yellow-brown leaves, sprawls across the bright litter at upper right.



THE NAKED SKY of winter stares down through barren boughs that once supported the woodland canopy of leaves. Now stripped of all its vestments, the white oak stands in snow, shielded by its thick bark against the dry winter winds.

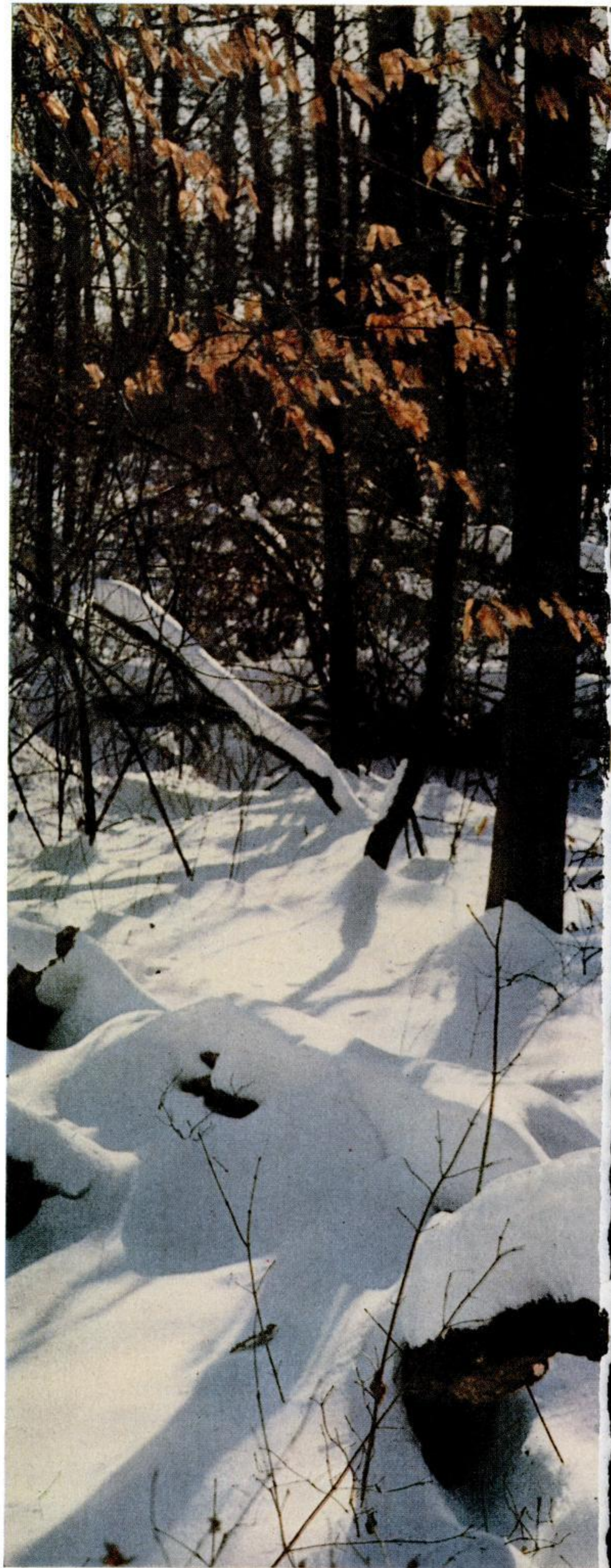
THE SLEEP OF WINTER

IN the dark of the year the stripped branches of the trees etch steely patterns against the sky. By day the pallid sun burns thinly, by night the cold stars pierce the skeleton boughs. The forest aisles are sunk in silence so deep as to suggest all life has fled. Yet here and there its tokens persist. Even in deep winter warm airs recurrently breathe from the south and awaken the hardier plants to brief periods of growth. Then the withered sedges put forth shoots and mosses disclose patches of green.

All winter long there are footprints in the snow. The weasel and the fox venture forth in even the coldest weather, wandering farther afield as food grows ever scarcer. The rabbit, raccoon and skunk emerge on milder days, and the squirrel is housebound only by ice on trees. The winter birds are doubly active, combating cold by eating more. The chickadees, woodpeckers and nuthatches flit among the branches, probing the bark for insect eggs and larvae; the gregarious crows convene in solemn conclave every night to roost. Of all the mammals in the woods only the chipmunk and the woodchuck hibernate, curled in their snug burrows. But the cold-blooded reptiles and amphibians must sleep the winter through. The snakes and toads slumber under leaf litter or fallen logs; the frogs and turtles are buried in mud near the frozen stream. Insects in every phase lie dormant in the fissures of trees, burrowed in the soil or sealed in their silken cocoons.

Winter's deathlike countenance is thus but the mask of sleep. Everywhere beneath the hard soil and under the bark of trees, in innumerable dens, tunnels and secret chambers, there is life—in the form of seeds, eggs, cocoons, buds, sleeping animals and dormant roots, each holding locked within itself the forces of rebirth. Long before spring, while the translucent ice still clings to the edge of the stream, the active animals of the woods—the foxes, raccoon and skunk—choose their mates and breed, sensing in the blind roots of instinct that their young will thus be born into a world of gentle fruitfulness.

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AFTER A JANUARY STORM THE WOODS LIE BLANKETED BENEATH A PROTECTIVE COAT



OF SNOW, WHICH HAS HEAPED A SOFT DRIFT AGAINST THE TRUNK OF THE WHITE OAK IN THE FOREGROUND AND FROSTED THE BRANCHES OF THE FALLEN TREE ON THE RIGHT

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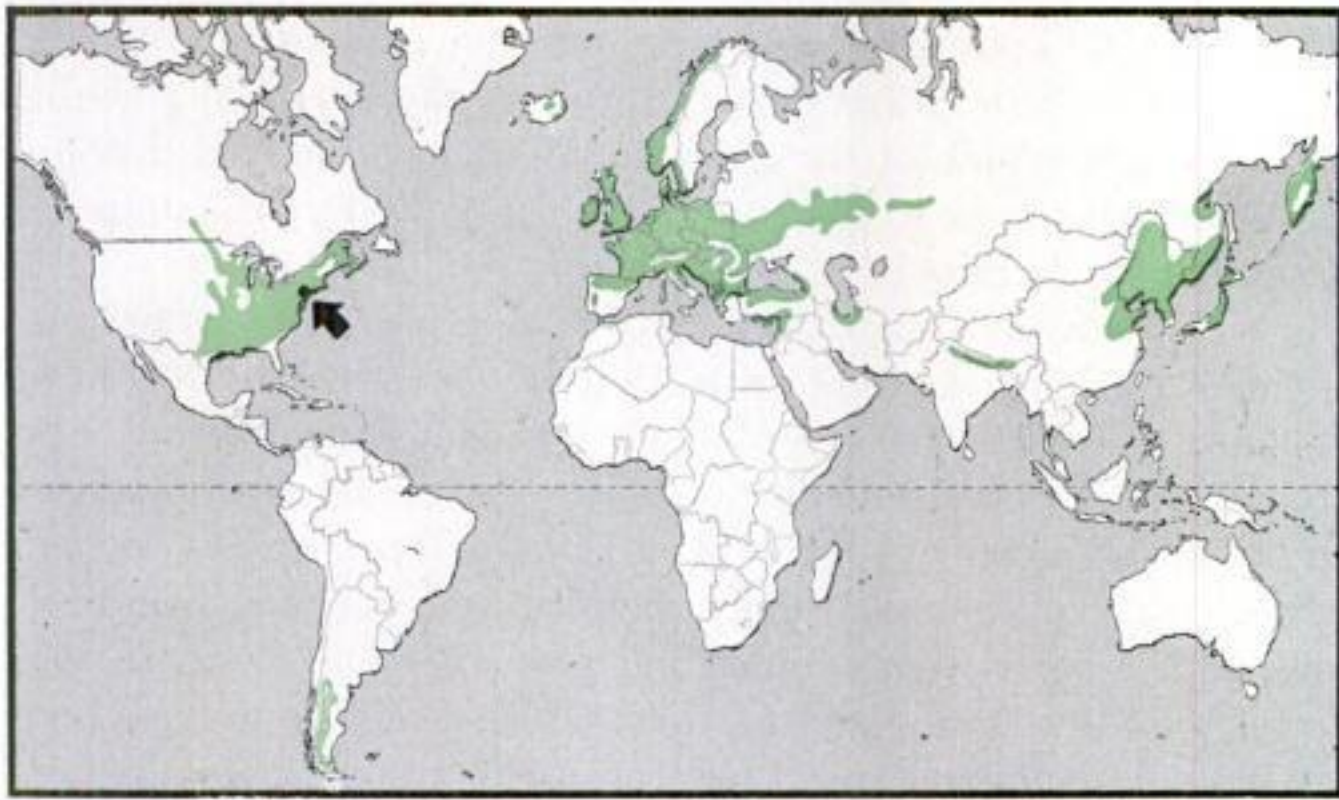
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DECIDUOUS FORESTS of temperate zone lie mainly in three broad areas in Northern Hemisphere (green). Dot locates region of Mettler's Woods.

OF TIME AND THE FOREST

SEASON after season, century after century, the unending sequence of events in the temperate woodlands is recapitulated with magical precision. For all their proximity, these annual occurrences embody mysteries no less profound than those that enshroud the remoter domains of nature. Scientists have only begun to explore the complex mechanisms underlying such phenomena as the staining of the leaves in autumn and the migration of birds. Although the behavior patterns of animals and the growth of plants the world over are conditioned by many environmental factors—temperature, rainfall, winds—the temperate forests are especially influenced by one element: the changing length of the day. The agency called photoperiodism—the response of living things to the ratio of light and darkness in the day—appears to regulate such varied affairs as the reproductive cycles of animals and birds, their regular changes of fur and plumage, and the variant flowering of long-day plants (blooming only in summer) and short-day plants (blooming only in spring or fall).

Above and beyond these brief, visible cycles, there are longer pulsations of nature that govern the entire course of life in a given domain. Within this larger perspective Mettler's Woods stands as a "climax" forest community, which means that it has approached a state of equilibrium with its environment, perpetuating itself year after year essentially without change, secure against the invasions of all other forest types that might seek to displace it. But intermittently tropical storms roar up out of the Caribbean and, sweeping inland, shake the crowns of the great trees. In the autumn of 1950 one such storm felled scattered trees within the woods and thereby prepared the way for a greater threat that confronts the forest today. Until this occasion the Mettler family had allowed toppled trees to lie where they fell, there to decompose and replenish the soil by natural processes. But the 1950 damage was so severe that the present owner, Thomas Mettler, asked a lumber company to salvage the fallen trees. Long covetous of the virgin timber, they offered Mr. Mettler \$85,000 for the entire tract. Reluctant to sell, the owner hesitated both for reasons of family tradition, and because for the last two decades the science departments of nearby Rutgers University had utilized the woods as an outdoor laboratory. As a consequence, the Citizens Scientific

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A NOTE OF ACKNOWLEDGMENT

LIFE is indebted to these scientists for special assistance in preparing this article: Drs. Murray F. Buell, Lyle E. Haggmann, Edwin T. Moul, John B. Schmitt and Selman A. Waksman, Rutgers University; Dr. Melbourne R. Carriker, University of North Carolina; Jules W. Marron Sr., New Jersey Division of Fish and Game; Drs. Willis J. Gertsch and Mont A. Cazier and colleagues, American Museum of Natural History; National Audubon Society.

The poem which appears on the first page of this article is reprinted from *Collected Poems of Robert Frost* with the permission of the publishers, Henry Holt and Company, Inc.



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THE WOODS OF HOME CONTINUED

and Historical Committee for the Preservation of Mettler's Woods was formed in New Brunswick, N.J. to buy the land and place it under the trusteeship of Rutgers. Mr. Mettler announced that he would sell the woods to the committee for \$75,000. To date only \$46,000 has been raised.

In view of the existing threat, the question has arisen as to how long nature might take to recreate Mettler's Woods were they now despoiled and converted to cropland. A recent Rutgers study has forecast the probable sequence of events. In the first year following the abandonment of the broken soil, the open spaces will be invaded by weed plants, chiefly ragweed and evening primrose, along with other native annuals and nonindigenous flora. In the second year the first perennial herbs will establish themselves, choking out the annuals, and goldenrod will assume a dominance it will maintain for 15 years. In the fifth year the various herbs will reach their peak; wild aster will join the goldenrod as a dominant. Now the woody plants—bayberry, dogwood, viburnum and cherry seedlings—begin to take over. Red cedars crowd in; they will rule the land for the next six decades. In the 10th year the cedars will be more than three feet high. In the 15th year they will be eight feet high, intermixed with elm, red maple and apple seedlings. At this phase the woods will present an open, parklike aspect, with many small trees rising above the goldenrod, dewberry, sedges, asters and the omnipresent poison ivy.

Sixty years or more after the clearing of the land the red cedars will have reached their climax. But this is a time of transition. For among the crowding cedars, the first seedlings of the original dominants are again struggling upward toward the light. The stage is set now for the long and gradual transformation of the ravaged land into a new deciduous forest. More than six decades have passed since oak and hickories last flourished here. The long delay in their reappearance derives from the fact that their seeds are not wind-disseminated but transported by squirrels and chipmunks which seldom venture far from the sanctuary of standing trees. Another four decades must elapse before the oaks and hickories can wrest dominance from the cedars and another 100 years after that before they become firmly re-established. Yet even this total interval of two centuries is but a prelude. For another 200 years must pass before the growing trees attain the stature of the giants that stand in Mettler's Woods today. No less than four full centuries are required for the creation of a climax forest of this kind. It is for such considerations that the scientists at Rutgers and other lovers of great trees are seeking now to preserve this unique vestige of the mighty forest that once blanketed vast areas of the continent. In their efforts lies more than an aversion to destroying an irreplaceable heritage of scientific and historical value. Since man's esthetic sense first awakened to the beauty of his natural environment, he has found solace and serenity in the calm cloisters of shady woods. In ancient Greece the oak was the tree of Zeus. Today, when modern man seeks escape from the stresses of his industrial civilization he still turns for sanctuary to the shade of tall trees, for as Wordsworth wrote:

One impulse from a vernal wood
May teach you more of man,
Of moral evil and of good
Than all the ages can.

THE EXPANDING COSMOS

"The World We Live In," which in its 12 instalments has focused upon the origins, elements and creatures of our planet, will turn outward to the mysteries of the universe in its next and final chapter. LIFE's article will take the reader to strange lands on other planets, out among the burning stars for a view of our whirling island universe and its neighboring galaxies. It will delve into the harmonic interrelationships of space, time, energy, mass and motion which govern the life and death of distant worlds and give man clues to the creation of the cosmos and to its unknown future.

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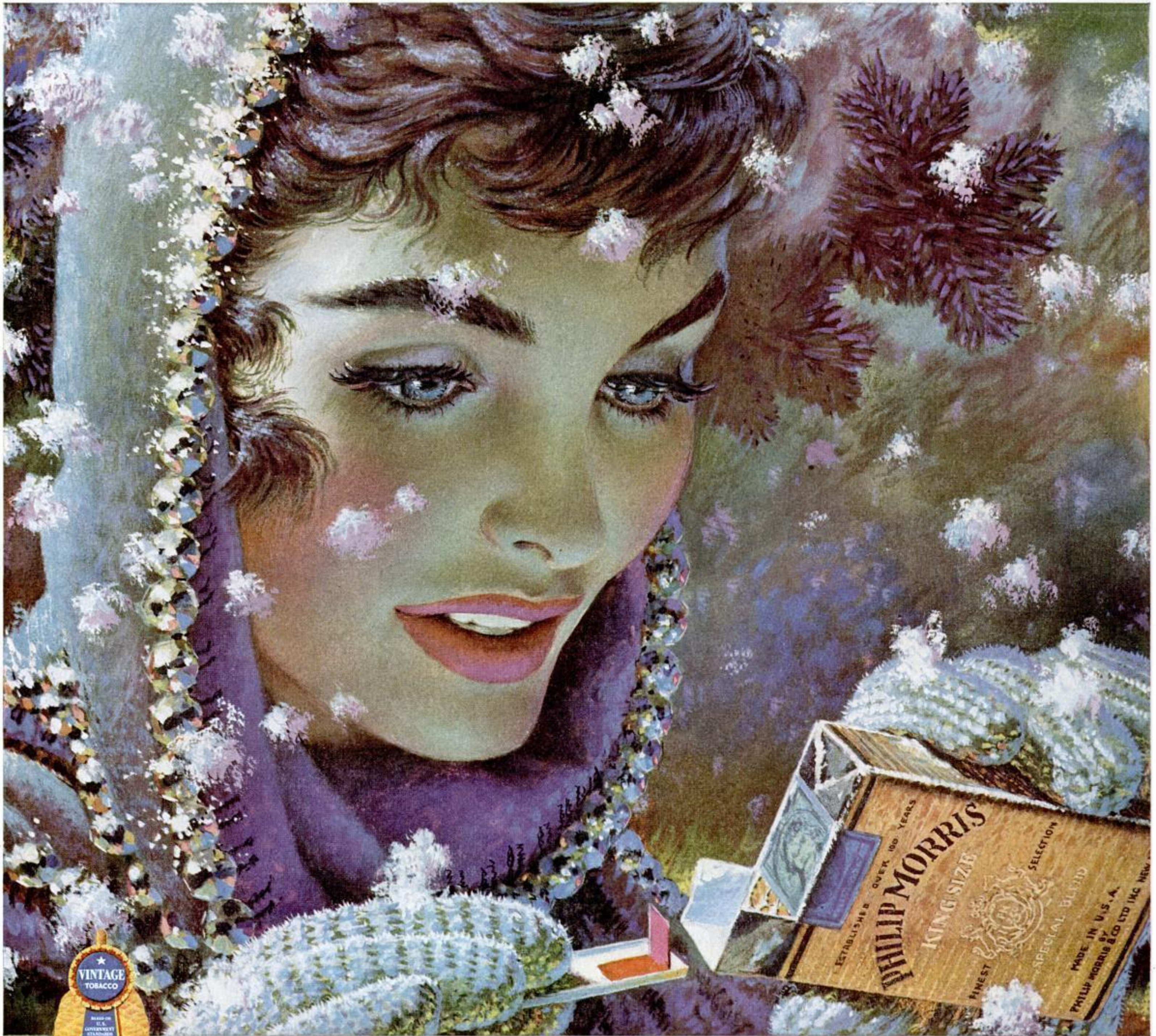
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What a convenient pack for America's *finest* cigarette!

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FLANKED BY HER RUNNERS-UP, WINNER, KAJEAN RUMFELT, SQUEEZES SUCCESSFULLY INTO THE VENUS CUTOUT

SHAPEUP FOR A VENUS

Coeds compete in campus cutout

Wriggling and giggling, one coed after another at the University of New Mexico stood in a plywood cutout trying to fit into it exactly to be crowned "Miss Venus." This Cinderella contest, staged last month by the Kappa Sigma fraternity, was part of campus "Spirit Day" which was held for two reasons: to keep students' minds off panty raids and to collect money for the Community Chest. Discarding Venus de Milo's measurements as too generous, the Kappa Sigs chose a shapely coed as model for the cutout, then made enough alterations to disqualify even the model. Finally after much squeezing and stretching the winner was chosen: freshman Kajeane Rumfelt (36-23½-36), who had lost 10 pounds during rush week and then gained it back in the right places on her frame with a concentrated milk diet.

DURING CONTEST Miss Rumfelt tries cutout as judges, faculty and townfolk, deliberate in front row.



CONTINUED ON NEXT PAGE



LOOK

NO FREEZING!

IT'S THE DELICIOUS NEW PANTRY-SHELF MEAL IN THE PIEPAN CAN

Dinner Time®
Pot Pies
PATENTS PENDING

CHICKEN OR BEEF

Completely sealed in top-and-bottom crusts of flaky pastry

Keep indefinitely with

NO REFRIGERATION



ALL READY to pop in the oven when you remove the lid...an old-fashioned two-crust pie that comes out golden-brown in record time (no thawing delay). Keep a shelf full, take 'em on trips, too.



3 SERVINGS like this in every delicious pie! And every bite rich with chicken or lean, tender Kansas City beef...and choice vegetables, savory gravy, tender crust. Makes a meal with salad and dessert.

Watch for the brand-new, grand new
Dinner Time **MINCE PIE in-a-can**
ALSO AT MOST GROCERS' NOW

Trenton Foods, Inc., Kansas City, Mo.

"Pay More?...What For?"



TESTS PROVE:

Even 60¢ nail polishes **DO NOT** out-wear lovely, lasting **CUTEX**

IMPARTIAL TESTS by U.S. Testing Co. prove than even expensive 60¢ nail polishes do not out-wear, out-shine, out-glamour the fabulous new Chip-pruf formula brought to you by Cutex!

THE REASON—ENAMELON! Only Cutex, world's largest selling nail polish, contains this wonderful ingredient that prevents chipping and peeling. Keeps fingertips glamorous from manicure to manicure.

WHY PAY MORE? When Cutex gives you the loveliest, longest wearing colors—plus the safe Spillpruf bottle, not available in the 2 tested polishes. Discover Cutex today!

PREVENT BRITTLE NAILS . . . with gentle Cutex Remover. Contains not one drop of harsh, drying Acetone.

U.S. Testing Co. Report No. 66174, 11/18/53



Cutex Nail Brilliance, 25¢
Pearl Cutex, 39¢. Prices plus tax.

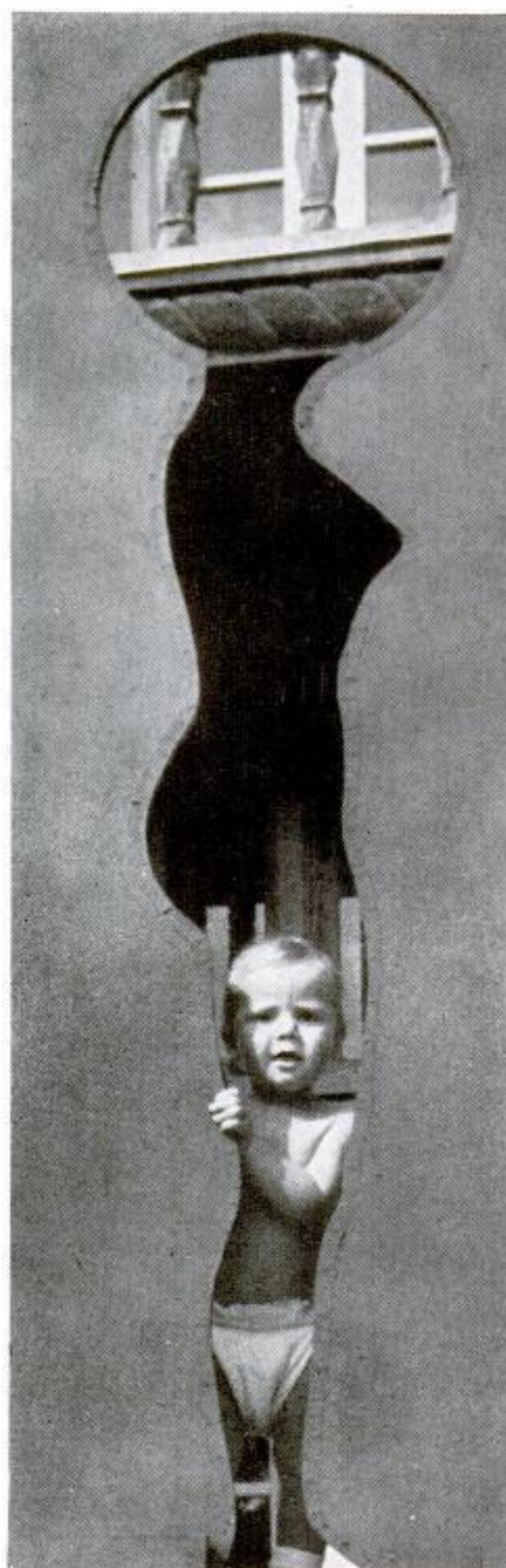
Venus Shapeup CONTINUED



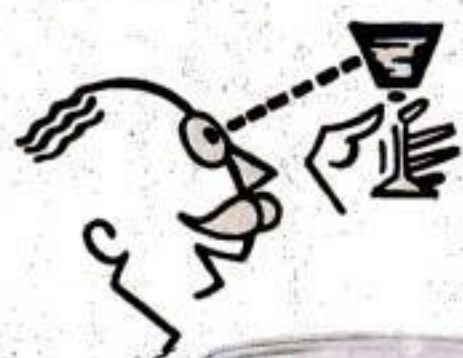
STRAINING on her toes, Frances Bonnyman proves too short. Model for cutout was only 5 feet 3 but boys made cutout for girl four inches taller.



RESTING her chin on top opening, Joanne Stevens does her best without having to stand on tiptoe but is not quite tall enough to qualify.



INVESTIGATING cutout between judgments, 15-month-old Jerry Johnson, whose father is student in journalism, peers through thigh section.



Do you have the right glass
for these favorite drinks?



5 ounce
Red wines Juices
White wines Sours



6 ounce
Daiquiris Champagnes
King Size Cocktails Cups
Also
Sherbets Frappés
Sundoes



1 ounce
Cordials Brandies
Liqueurs Schnapps



3 1/2 ounce
Martinis Daiquiris
Manhattans Stingers
Other Cocktails
Also
Seafood Cocktails



11 ounce
Beers Ales
Also Pilsners



10 ounce
Gin and Tonic Fizzes
Hi-Balls Slings
Rickey's Milk
Water



14 ounce
Carbonated Beverages
Milk Shakes Iced Tea
Collins Iced Coffee
Juleps Egg Nog



16 ounce
Sodas Large Iced Tea
Aides Large Iced Coffee
Coolers Floats
King Size Collins



9 ounce
Large Old-Fashioneds
Toddies On-the-Rocks
Large Juices



6 ounce
Juices Swizzles
Old-Fashioneds Flips
Sours Punches



2 ounce
Jigger

ANNOUNCING Home Barware Sets by

**Matched sets of party glasses
at practical prices!**

- Now—for year-round hosting and toasting... from cozy fireside twosomes to big terrace get-togethers... complete matching sets of crystal-clear glasses by Libbey.
- Cordials to coolers—sours to sodas—martinis to milk shakes—the *right* glass for every drink at prices all can afford.
- 11 different sizes and shapes—all matching! Flair tumblers selected for "Good Design" by the Museum of Modern Art. Tall, smartly styled stemware.
- Practical, too! Rims* defy chipping.
- You buy them in sets of 12 of a kind. Already boxed... easy to handle... easy to gift-wrap.
- Don't wait! Get several sets for yourself—different sizes and shapes—to build a complete home bar. Wonderful gifts for folks who love to entertain!



LOOK FOR THIS DISPLAY
WHEREVER GLASSWARE IS SOLD



LIBBEY GLASS

Stemware—about \$5⁰⁰ PER DOZEN
Tumblers—about \$2⁰⁰ PER DOZEN

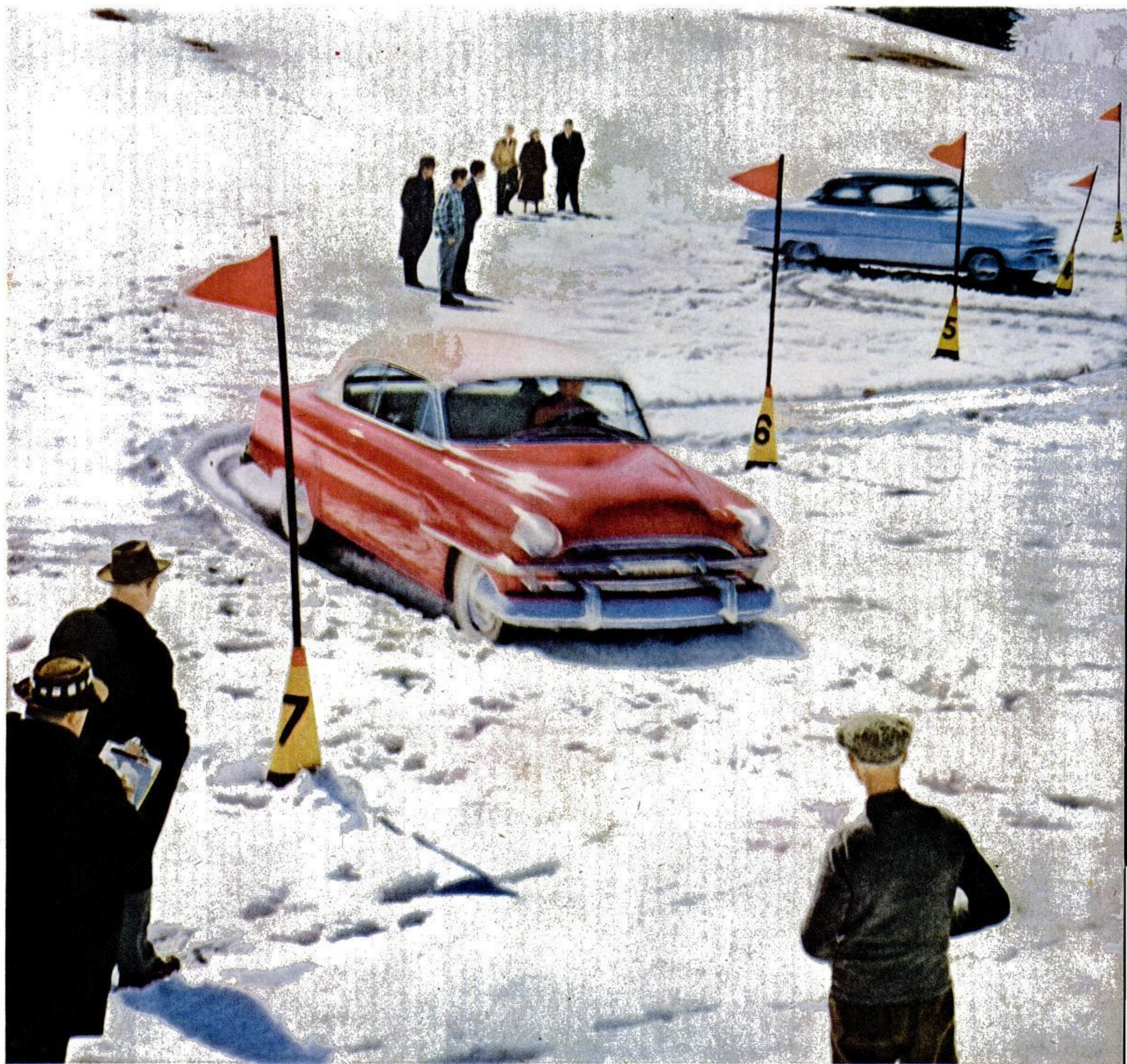
Boxed in sets of 12 of a kind

*"If the rim of a Libbey 'Safedge' glass ever chips, Libbey will replace the glass." At leading stores everywhere. Prices slightly higher in the South, West and Canada. Look for the Libbey "L" on every tumbler.

LIBBEY SAFEDGE GLASSWARE
AN **®** PRODUCT

OWENS-ILLINOIS
GENERAL OFFICES • TOLEDO 1, OHIO

Suburbanites outperform in deep snow zig



What you see above is a deep snow version of the zigzag course made nationally famous by truck drivers in their annual championship *Roadeo*. We started a Suburbanite-equipped car and a car equipped with regular tires over this weaving run. Only the Suburbanite-equipped car crossed

the finish line—and without touching a single flag. The other car skidded into the markers very early in the run, and the regular tires dug themselves into the axles in an effort to get back on the course. That's what we mean by greater Suburbanite traction!

ordinary tires zag test!

The way to test a winter tire is to take it out and put it through its paces! That's what we did with Suburbanites.

And how this tire performed! The new Suburbanite by Goodyear is as much at home in deep snow as an Olympic skier! Stops on slick roads like a cat! Pulls out of deep mud too.

You get almost *twice* the starting traction, up to 39% more stopping traction than any regular tire! And you get a quieter ride on cleared highways. See the new Suburbanite at your Goodyear dealer's soon. Goodyear, Akron 16, Ohio.



When it's mud you're fighting, the Suburbanites pull you through, too. These sharp, self-cleaning cleats dig deep to give you real pulling power. In the photo above, Suburbanites are pulling straight ahead in deep gumbo mud.



When the going's slick, it's a mighty comfortable feeling to know you've got the extra grip of Suburbanites. On wet roads, on ice, on packed snow the sharp-edged, angled cleats of the Suburbanite really dig in for faster, safer stops.



Let these skiers show you the secret of Suburbanite traction. When you climb a hill on skis, you angle your skis, cut the edges in, walk right up the steepest hill. Suburbanite cleats do the same thing. 1856 sharp, angled edges dig in for better starting and stopping traction, less side-slip and skid. And on cleared highways, Suburbanites run quietly and smoothly.

Drive carefully on icy roads—the life you save may be your own.

Suburbanite Winter Tires by
GOODYEAR

Suburbanite, T. M. — The Goodyear Tire & Rubber Company, Akron, Ohio



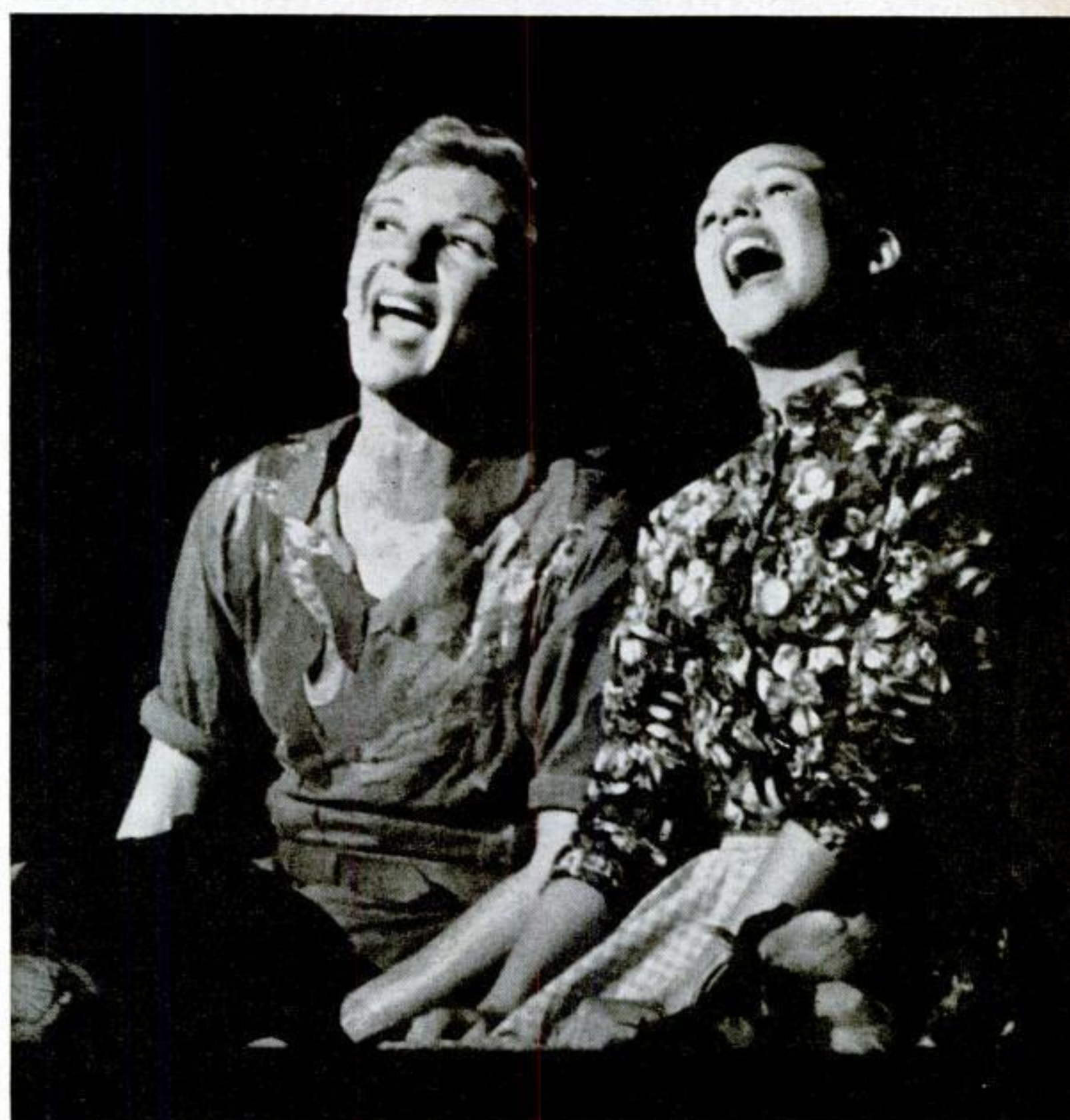
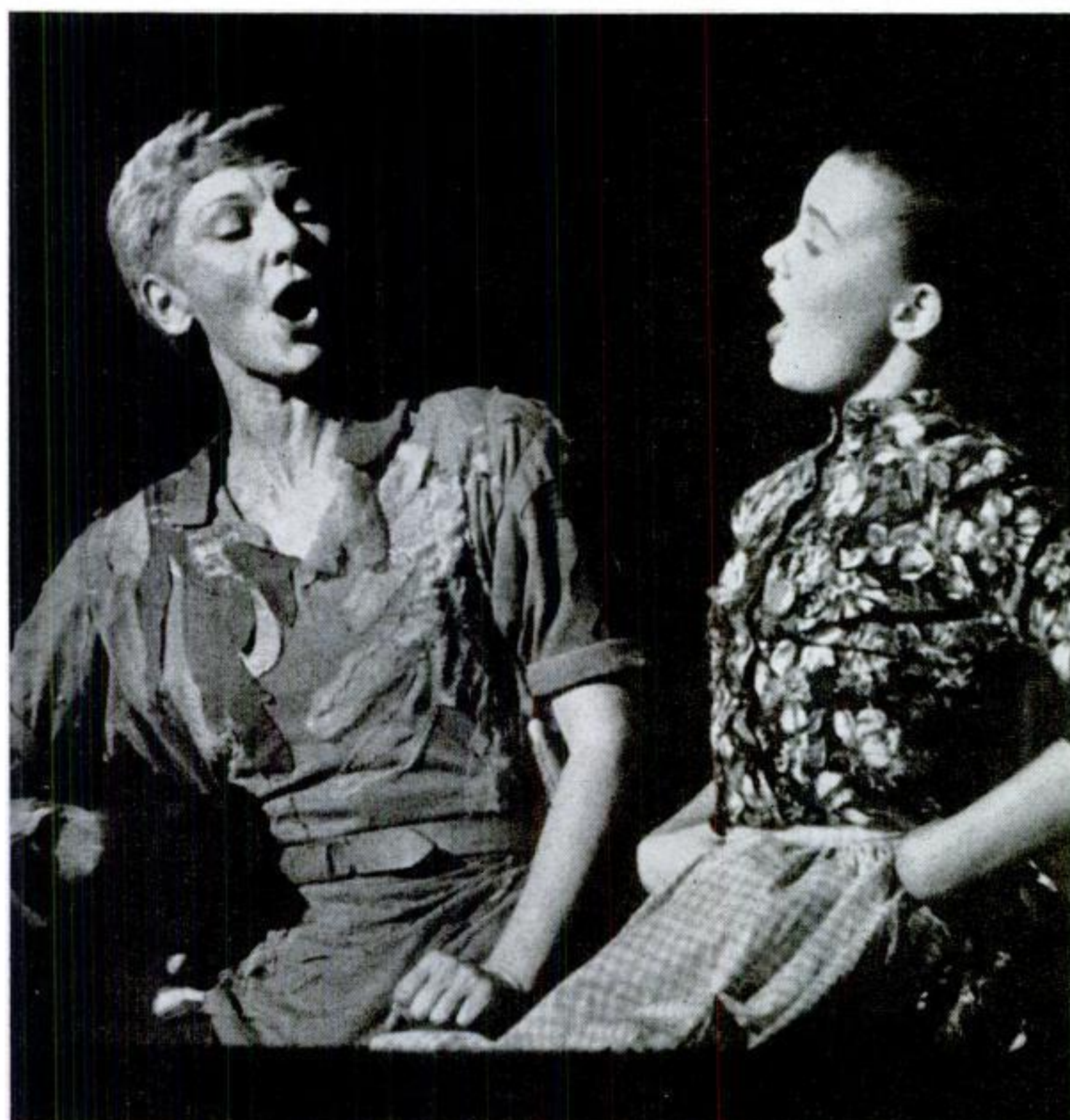
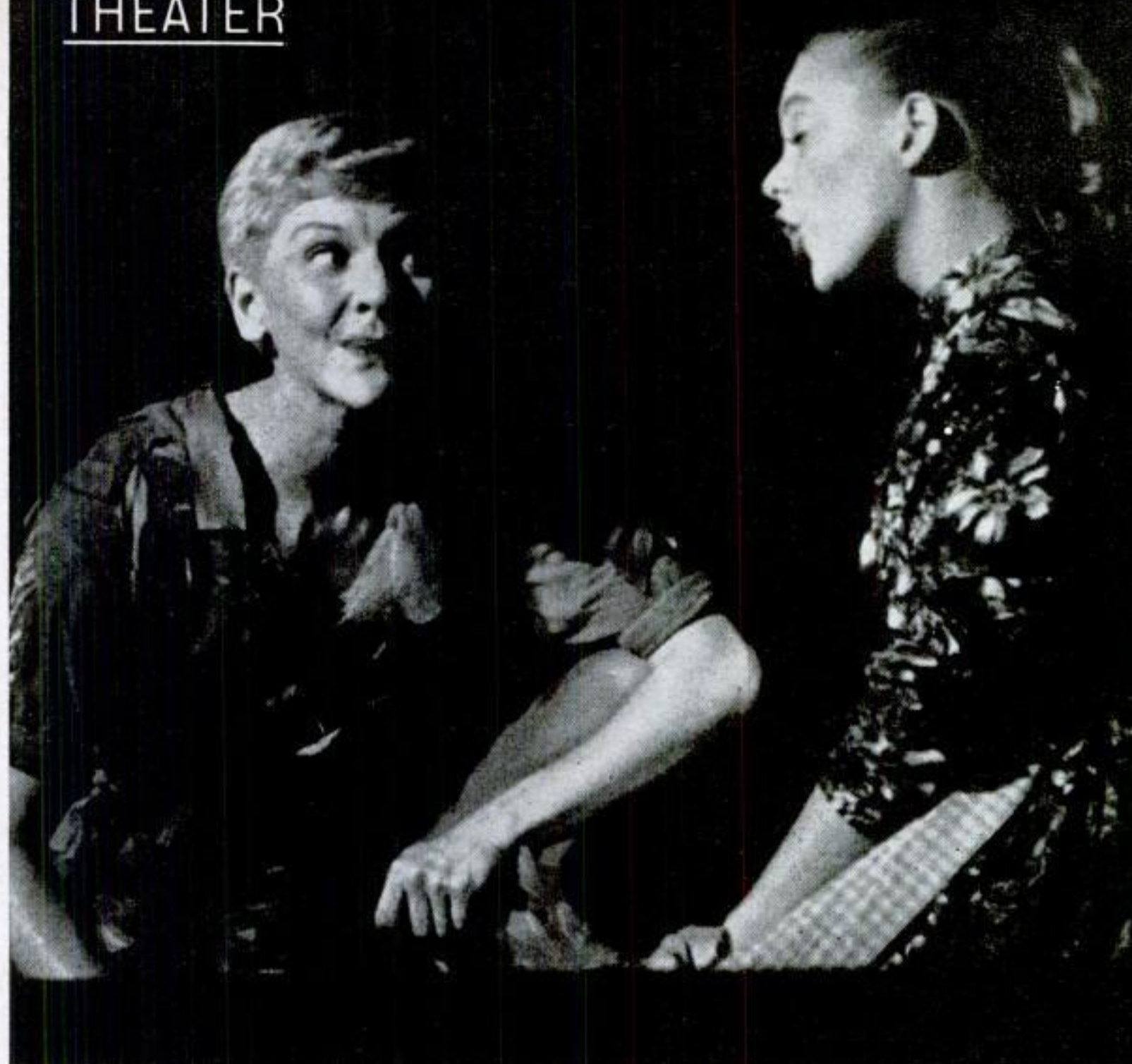
For easy days...

Perfect Rice Without Cooking!

1. It's prepared instantly. Just add Minute Rice to boiling water!
2. It's trouble-free. No washing! No boiling! No draining! No sticky pans!
3. It's foolproof. White, fluffy delicious rice—perfect every time!
4. It's just plain good eating—the easiest way to round out a well-balanced meal!

Product of General Foods





MARY MARTIN JOINS HER DAUGHTER HELLER IN A DUET ABOUT THE JOYS OF LIVING, "I'VE GOT TO CROW." THIS IS HELLER'S BIGGEST MOMENT IN THE SHOW

Neverland to Broadway

MARY MARTIN SINGS WITH DAUGHTER IN RAZZLE-DAZZLE 'PETER PAN'

Mary Martin was right when she got the idea years ago that she should play *Peter Pan* some day. And because she can sing and dance, she was also right to get together a new musical comedy version of James Barrie's fantasy, which after a July opening in San Francisco finally blew in to New York. As the boy who refused to grow up, Mary is a cocky little urchin in the byways of Neverland who performs triumphantly and flies through the air twice as much as any other *Peter Pan*. Along

with her she has her 12-year-old daughter, Heller Halliday, singing and dancing with pert delicacy in a small part written into the story just for her. Musically, *Peter Pan* is a little too brassy and commonplace, but it is imaginatively staged and well acted—especially by Cyril Ritchard as a mincingly sinister Captain Hook. Though *Peter Pan* has more of the Broadway wham than the Barrie whim, as long as Mary Martin is singing and winging all over the place, everything is for the best.

Easy way to really clean...



CHOOSE BRUSHES WITH

“stay-lively bristles”

OF DU PONT TYNEX NYLON



So many handy brushes have bristles of Du Pont “Tynex” nylon! This long-handled brush scours sides and bottom of baby’s bottles hospital-clean in seconds. The firm-bristled nail brush makes it easy to keep nails immaculate—for good grooming, for good health.

In *any* household or personal brush, “Tynex” bristles don’t get limp or soggy . . . are exceptionally durable. “Tynex” bristles can be cleaned with a rinse and shake . . . can be sterilized by boiling. Brushes bristled with “Tynex” are economical, too . . . because they last longer and perform better. So, next time you buy brushes, look for “Tynex”—the bristles that carry the Good Housekeeping Guaranty Seal.



Look for Du Pont **TYNEX** nylon bristles
when you buy brushes



BETTER THINGS FOR BETTER LIVING...THROUGH CHEMISTRY

“Tynex” is the new trade-mark
for genuine Du Pont nylon bristles.

NEVERLAND TO BROADWAY CONTINUED



RECOVERING HIS SHADOW after having lost it in Wendy’s house, pleased Peter watches it loom on the wall.



LESSON IN FLYING, given by Peter to the three children, spirits them out of their London home to Neverland.

CONTINUED ON PAGE 113

Dazzling!...dramatic!...
room-widening!...

"Jackstraw"

It's the **Gold Seal Inlaid Linoleum** that works magic all through the house!



You couldn't ask for a more exciting design than "Jackstraw"! Each narrow bar of color draws your eye across the floor, adds the illusion of extra width to the tiniest area. It's magnificent in large rooms . . . wonderful in small rooms . . . sets the pace for the whole decorative scheme by giving you 4 colors to pick up in accessories. What's more, "Jackstraw" has no seams to catch dirt. It comes in a 6-foot seamless sweep of smooth, long-wearing, resilient Gold Seal Inlaid Linoleum with an exclusive, patented felt backing. That means you don't have to pay for extra lining felt, or the time to install it. Gold Seal Linoleum to cover a 9' x 12' room costs only about **\$37.**

The Gold Seal is your guarantee of satisfaction or your money back. The "Jackstraw" design is your guarantee of the smartest floor in town!

Details of room! Inexpensive stock cabinets take on new excitement with "Bermuda Hues" VinylTop. Slickly covering the cabinet fronts . . . curving over the counter tops to eliminate need for edging . . . VinylTop is also used for the star insert. Range wall is plywood, faced on both sides with "Bermuda Hues" VinylTile. Note that the linoleum is accessible at all points for easy cleaning.

"Jackstraw" comes in the 12 colors shown on this page.

For FREE floor plan and room details, write Congoleum-Nairn.



GOLD SEAL® **Floors and Walls**



INLAID LINOLEUM, VINYL INLAIDS, CONGOLEUM,® CONGOWALL,® RANCHTILE,® LINOLEUM TILE, VINYL TILE, VINYLBEST TILE, CORK TILE, RUBBER TILE, ASPHALT TILE. The name of your nearest Gold Seal dealer is listed under "Linoleum" in your classified phone book. CONGOLEUM-NAIRN INC., Kearny, N. J. Copr. 1954



Fine and firm and soft
like Kleenex tissues

Get Delsey in white or
in your favorite bath towel colors

Tears clean at a touch! No shredding, no waste with Delsey—the new, finer toilet tissue. It's made to tear evenly, last longer. And with Delsey* you get Kleenex* softness and absorbent double-ply strength. Ask for Delsey where you buy Kleenex.



Be thrifty—buy quality
buy Delsey

*T. M. REG. U. S. PAT. OFF.



"NEVERLAND WALTZ"
is danced by Liza (Heller Halliday) and a graceful kangaroo, while even trees wave their branches and join in an arboreal ballet.

"MYSTERIOUS LADY"
is sung by Peter Pan, disguised as a woman to bamboozle the wicked piccolo-playing pirate, Captain Hook (Cyril Ritchard).



"POW-WOW POLKA"
is danced by cordial Indians who protect Peter and his friends from some buccaneers who have besieged them in Neverland.



CONTINUED ON NEXT PAGE

NO EYE-STRAINING GLARE...

NO EYE-FATIGUING REFLECTIONS

with Sensational, Exclusive

**CAPEHART
POLAROID®**

Picture Filter System



The "BENNINGTON," with
21-inch Picture. \$299.95*

The incomparable Capehart brings relaxing, dramatic realism to televiewing. Exclusive Capehart Polaroid® Picture Filter System eliminates glare, picture fading and washout and annoying room light reflections. Your Capehart "eye-comfort picture" has photograph-like clarity and contrast. Put your Capehart anywhere . . . watch your favorite programs with room lights bright . . . your Capehart picture is always brilliantly clear and "easy-on-the-eyes." See a demonstration today. Your classified directory lists your nearest Capehart dealer.

*Suggested retail price. Prices slightly higher in the South and West.
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You can buy a Capehart television set for as low as \$169.95*

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AN AMAZING
OFFER —

2 PAIRS
DU PONT FIRST QUALITY • 60-GAUGE • 15 DENIER HOSE
Nylons
\$1.00
REG. \$3 VALUE!
PLUS 5 CENTS
FOR POSTAGE
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Every time you have shoes repaired with
CAT'S PAW
famous Rubber Heels or Soles
or **CAT-TEX**
Scientific Wonder Soles

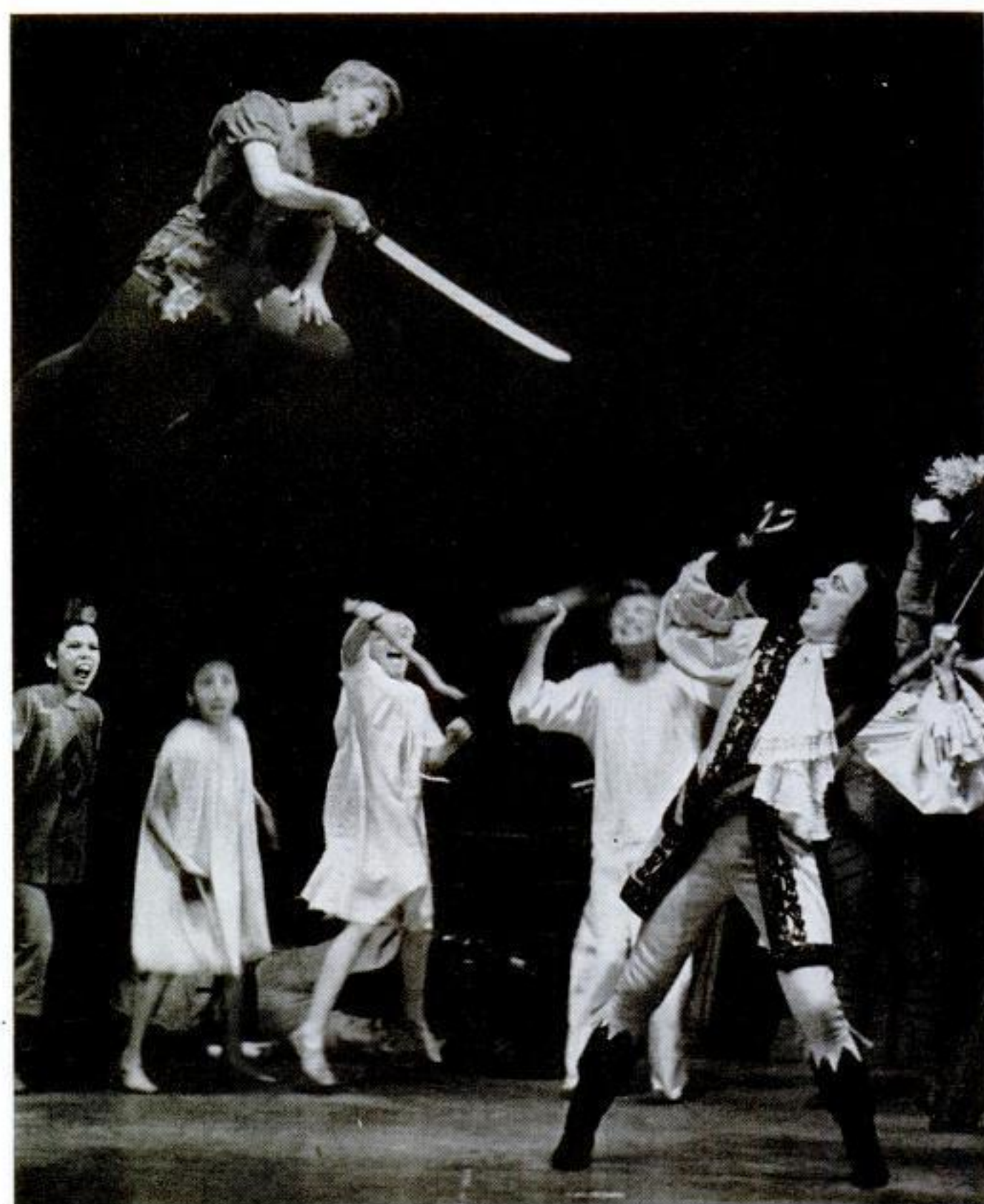
IT'S SIMPLE:

Have your shoe repairer
attach famous Cat's Paw
rubber heels or soles...
or Cat-Tex scientific
wonder soles, and get
coupon good for this
amazing hosiery offer.



... SEE YOUR SHOE REPAIRER!
He's an expert at rebuilding your shoes like new!

NEVERLAND TO BROADWAY CONTINUED

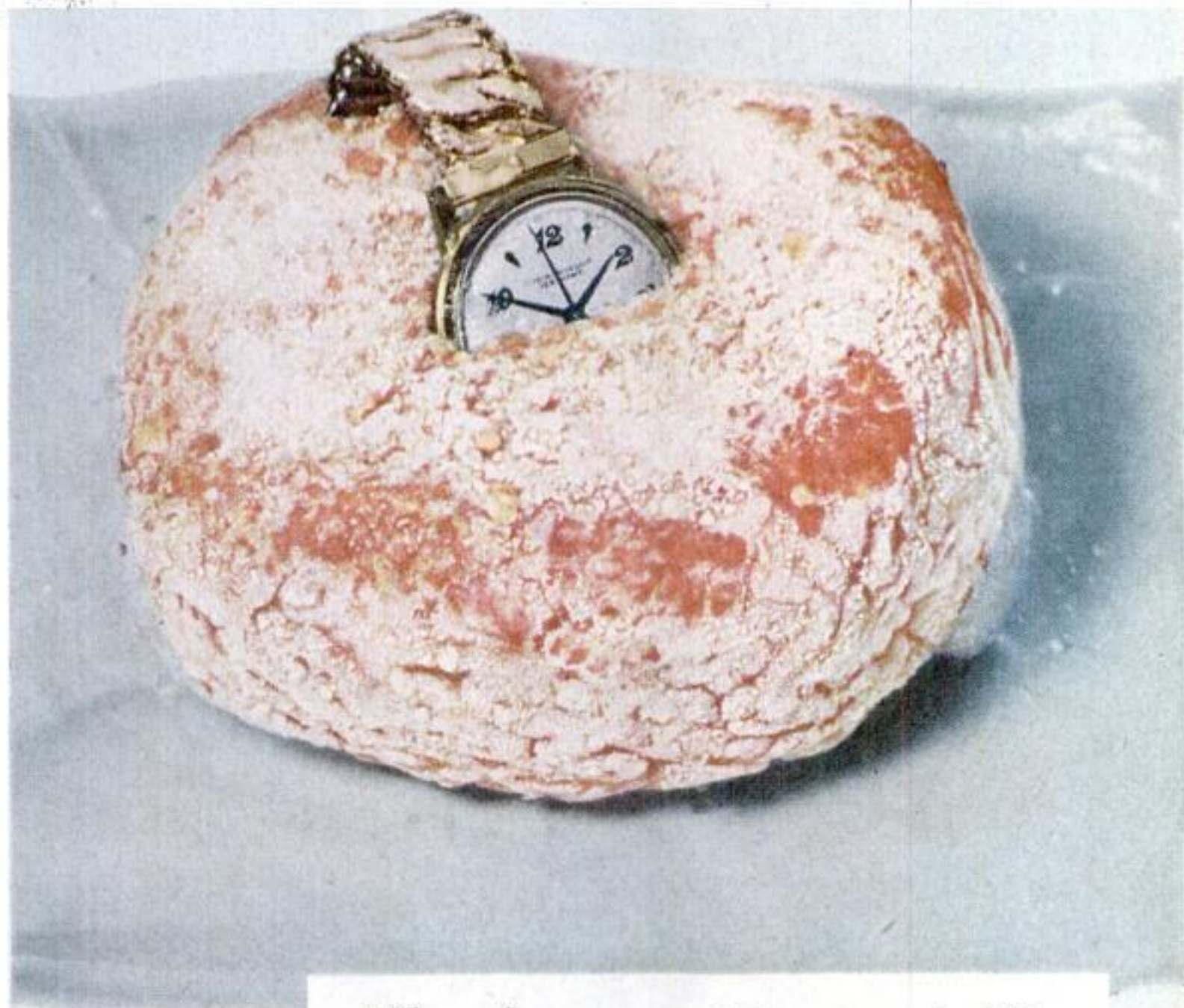


TO THE RESCUE, Peter Pan swoops down from the rigging and wages a furious sword battle with Captain Hook, who has kidnaped Peter's army of little friends and is treating them very unpleasantly on his pirate schooner.

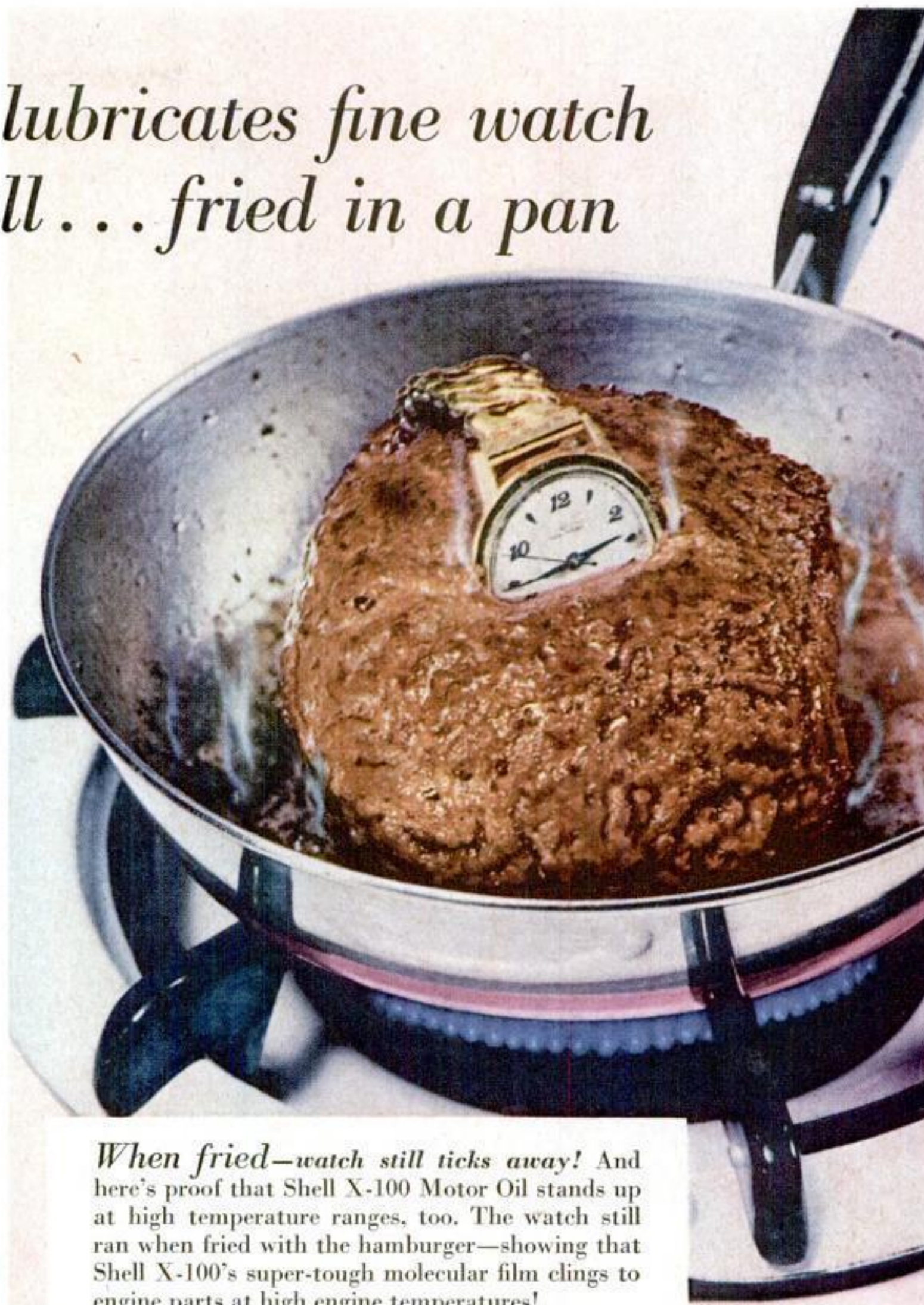


HOOK'S DOWNFALL is engineered by Peter and a right-thinking alligator, who once ate up pirate's hand and obliged him to wear a hook. Cowardly Hook disappears over the side of his ship and the children get safely home.

Anti-Acid Motor Oil lubricates fine watch frozen in a meat ball...fried in a pan



When frozen—watch keeps running! To prove how fluid Shell X-100 Motor Oil is, even in freezing temperatures—we oiled this fine watch with it and froze the watch in a hamburger at 0° F. for 18 hours! Although watch parts are far more delicate than an engine's, Shell X-100 kept them running!



When fried—watch still ticks away! And here's proof that Shell X-100 Motor Oil stands up at high temperature ranges, too. The watch still ran when fried with the hamburger—showing that Shell X-100's super-tough molecular film clings to engine parts at high engine temperatures!

Stops destructive Acid Action caused by cold-to-hot engine operation

Alkaline X-100 Motor Oil neutralizes acids that form in your engine before it is fully warmed up. It stops acid action—the major cause of engine wear.

Any day of the year, cold starts and high running temperatures can damage your engine.

Engines are "cold" until they reach operating temperatures well above 150° F. Until then, by-products of combustion condense to form *acid* on engine parts, etching and pitting cylinder walls and piston rings. This acid action, not friction, is the greatest cause of engine wear.

Because of the variations of temperature in today's stop-and-go driving, acid action can eat away

your engine during 1 mile out of every 3 you drive.

Shell X-100 Motor Oil has an exclusive advantage, an *alkaline* additive developed by Shell Research, which protects your engine against acid action.

Because X-100 goes to work immediately, even under the coldest operating temperatures, its alkaline additive neutralizes the acids before acid action can damage vital engine parts.

Shell X-100 also protects your engine at high operating temperatures. Its super-tough molecular film maintains its strength under the extreme heats and pressures of hard highway driving—in effect putting a *friction-proof buffer* between the fast-moving parts of your engine. Shell X-100 Motor Oil is available at all Shell Dealers.



A New Shell X-100 Motor Oil (Premium—10W-30)

Designed especially to provide an extra margin of safety for today's high-horsepower engines.



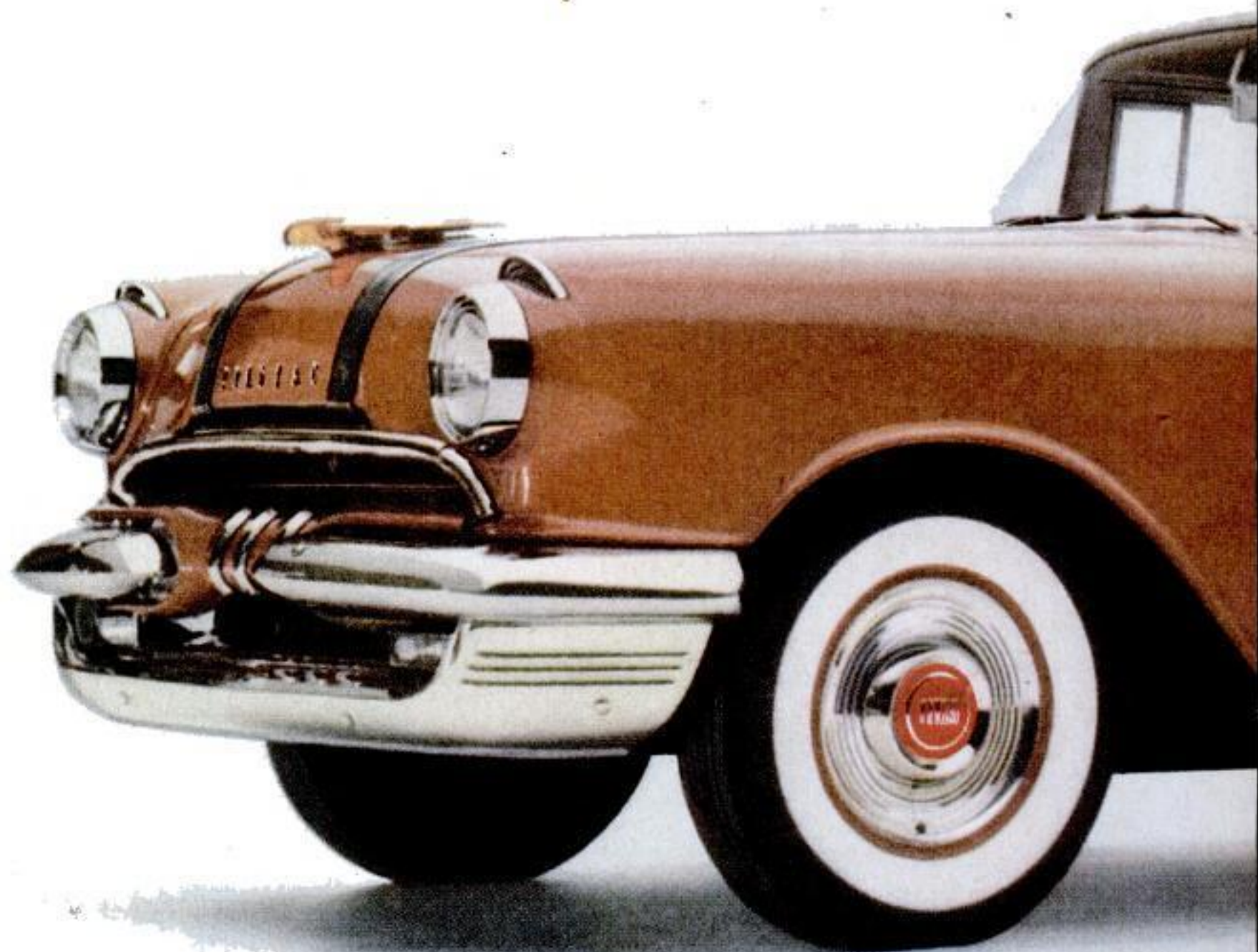
In addition to the other X-100 qualities, this new multi-grade oil "hushes" knock and increases gasoline mileage. You get back its extra cost many times over.

1955 CHEVROLET BEL AIR

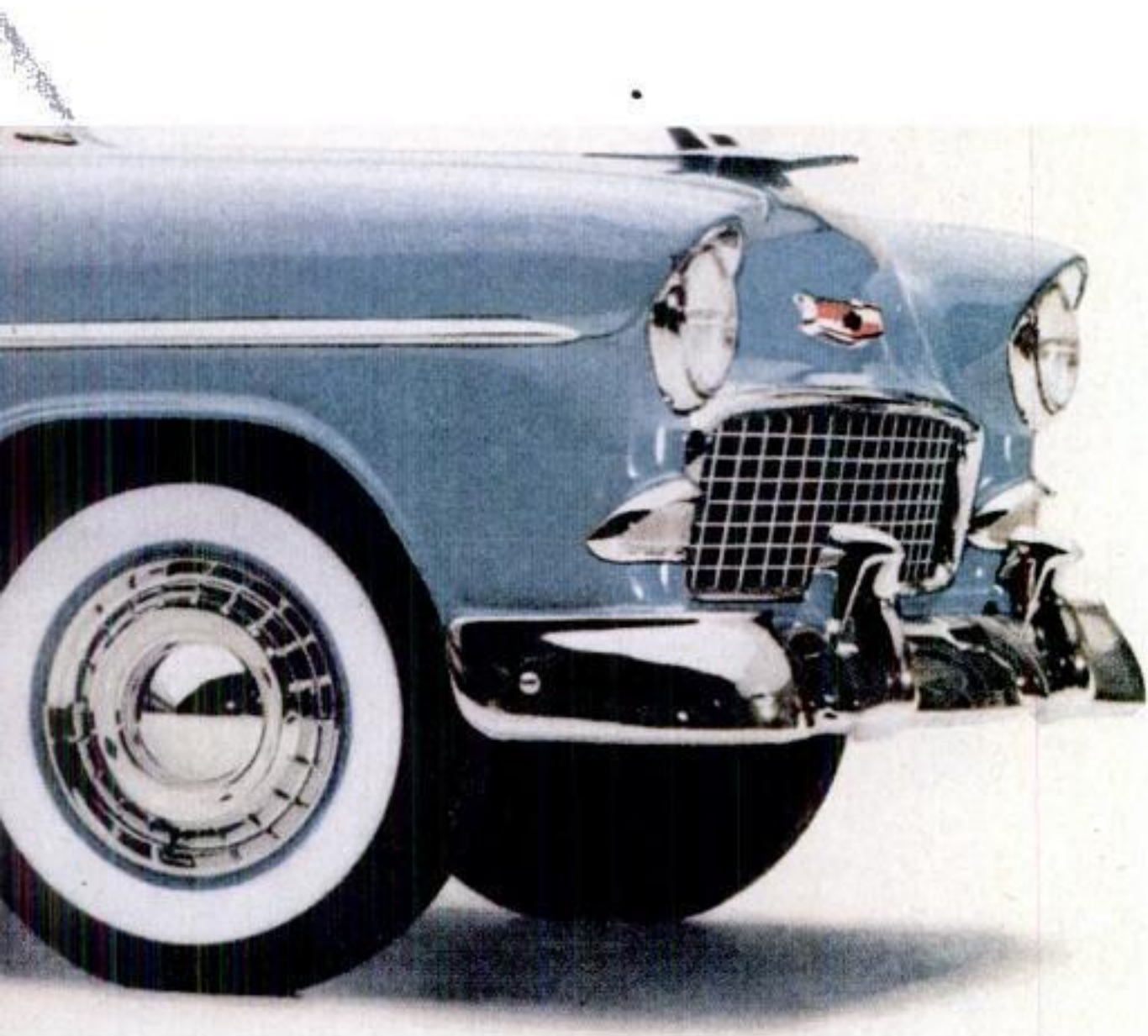


two 1955 ways

1955 PONTIAC CATALINA



GENERAL



WHEN you say 1955 Chevrolet or Pontiac you say just about all that can be said in high style and high power—in the lowest and next-to-lowest price classes.

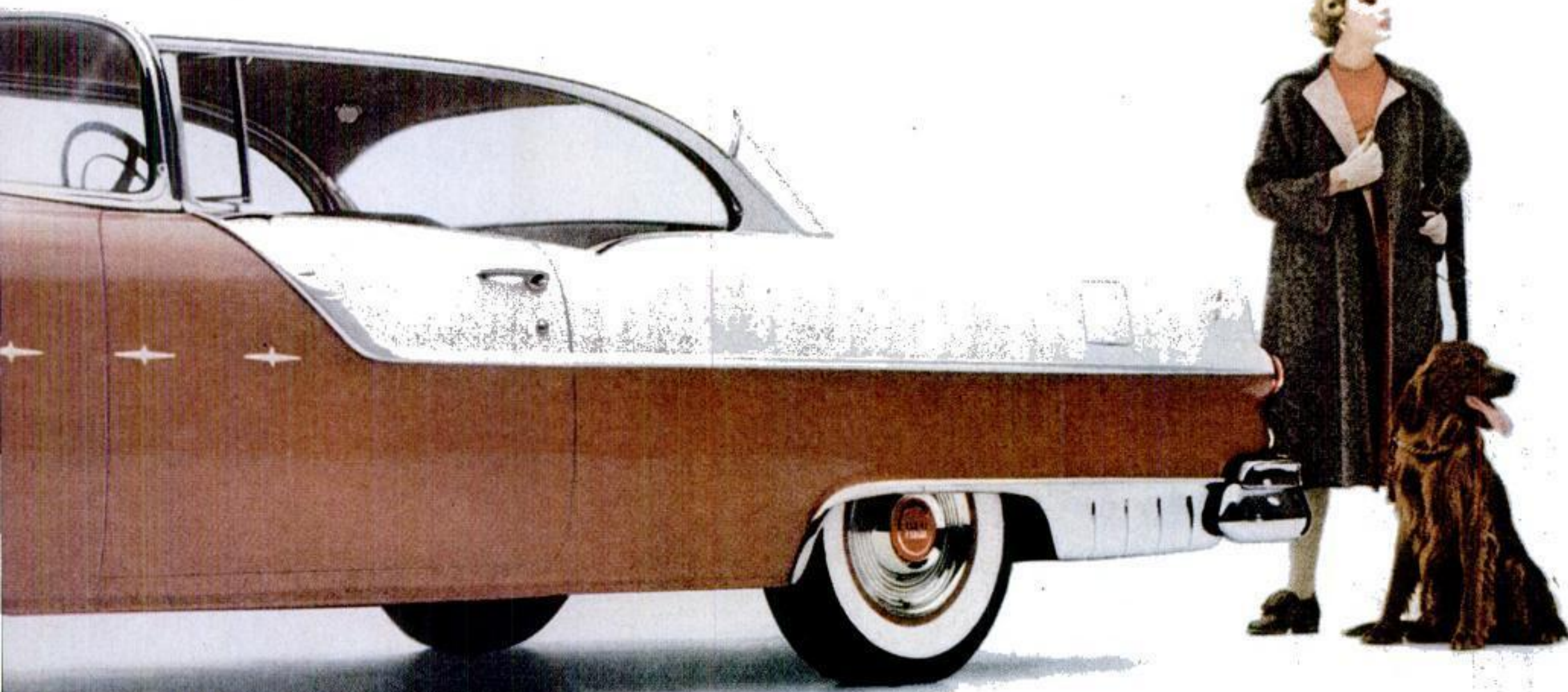
For now our General Motors designers and engineers have brought to the economy price field such new and revolutionary advances as GM low-slung, sports trend styling and the famous GM *panoramic* windshield.

And not only have they brought this car-of-tomorrow beauty within the reach of every new-car buyer. But, what is more, they've added to it the rich and rewarding power and performance of GM high-compression V8 engines.

Yes—say Chevrolet or Pontiac for 1955—and you say, more convincingly than ever, that the key to a General Motors car is your key to greater value.

You are cordially invited to view these new 1955 beauties at your nearest Chevrolet and Pontiac dealers.

to say

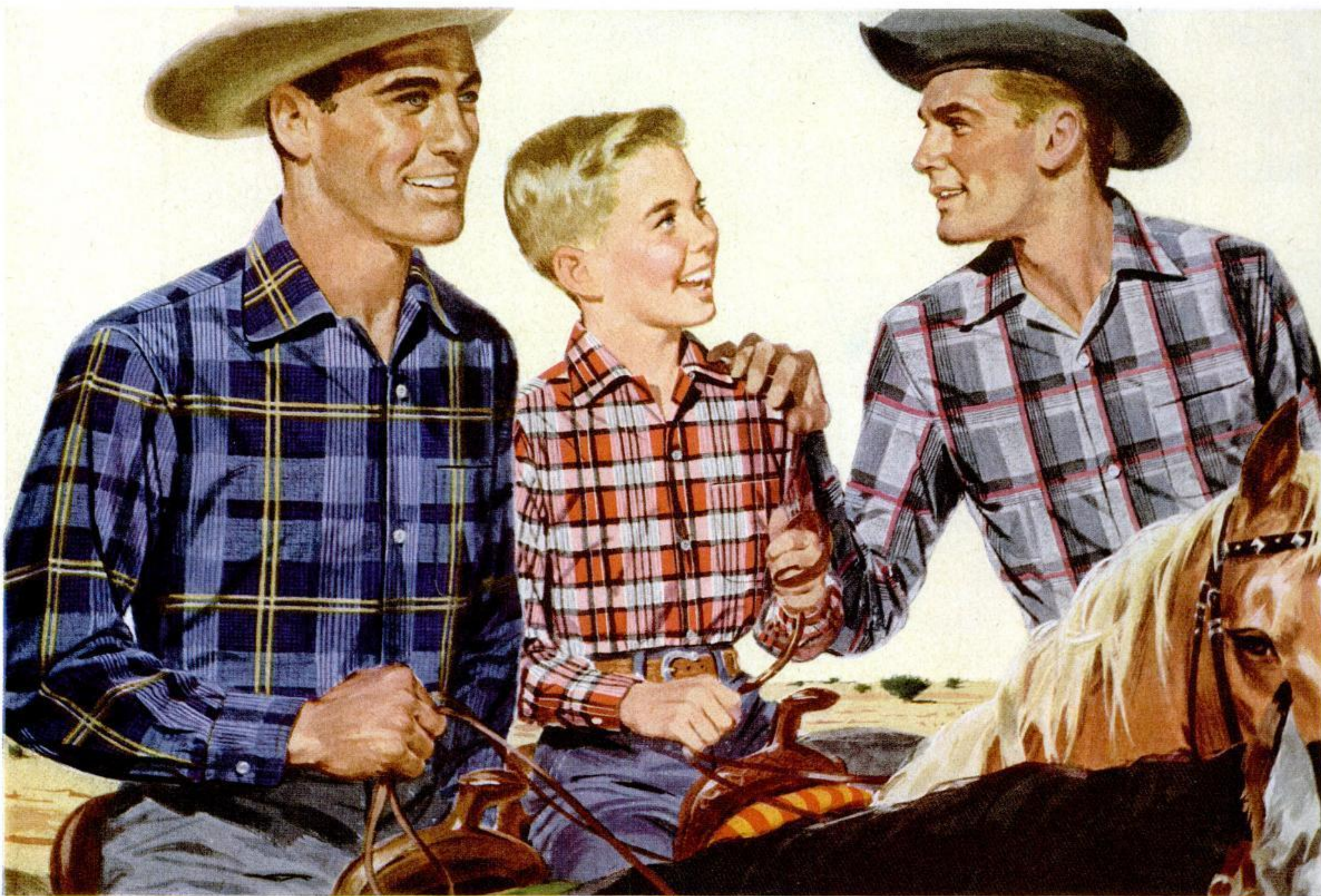


MOTORS *leads the way*

CHEVROLET • PONTIAC • OLDSMOBILE • BUICK • CADILLAC • *All with Body by Fisher* • GMC TRUCK & COACH



They went that-a-way...



dressed this-a-way !

YOU DON'T have to be a vacation-time cow hand to spot these handsome Arrow gingham Sport Shirts as a wise buy.

Even horse-shy folks find these good plaids and checks just right for lazing around on weekends.

In a perfect year-round weight, these fabrics are soft as duck's down . . . "Sanforized" and colorfast.

Also, (see for yourself) *mighty* good looking! Every shirt has the famous Arrow styling for new smartness, smoother comfort.

Your Arrow dealer has corralled a wide range in most any color and pattern you fancy. Mosey on down and take a look. Long Sleeves, \$5.95; short, \$5.00. Boys', \$3.95. Cowboy shirt (top) \$8.95.

ARROW
»»»
CASUAL WEAR

by Cluett, Peabody & Co., Inc.



AFTER FIRST PICTURE IN SWEATER (TOP LEFT) SYLVETTE POSED IN VARIOUS STATES OF DRESS AND UNDRESS. PICTURES ARE PRICED AT \$14,000 EACH

THE PONYTAIL PERIOD

Picasso runs model through gamut of his styles

Mixed in with his customary assortment of cubes and triangles, 73-year-old Pablo Picasso recently put on exhibition in Paris a series of portraits of a ponytailed blonde named Sylvette David. Sylvette, who is 19, lives not far from Picasso's home in Vallauris near the French Riviera. The modern master spied her from his studio window last March, trailed her, gave her a picture and invited her to pose. During the next six months he produced more than a dozen portraits presenting her in almost every style of his art, from the sad-eyed blue period to the cockeyed cubist period. By the time Picasso completed the last portrait of his ponytail period, Sylvette had no eyes at all and only her hairdo remained to identify her.

BESLIPPED PICASSO DOES CLASSIC HEAD OF SYLVETTE →



ONE holds the secret of the greatest break for your hair since lanolin!



OIL AND WATER don't mix. Equal parts of vegetable oil and water, photographed after being "whipped" with high-speed mixer, remain completely separate. Proving all such oils can't hold moisture in hair and scalp.



ABSORPTION TEST with plain lanolin and water shows lanolin absorbing $\frac{1}{3}$ of the water . . . proving lanolin's comparative effectiveness in holding moisture.



3 TIMES GREATER EFFECTIVENESS of Super Lanolin shown in same test as equal parts of Super Lanolin and water are *completely* homogenized! Proving Super Lanolin unmatched for holding precious moisture in hair and scalp!

WHY? . . . Here's the story—fast: Now dry, drab, unruly hair can come back to life *as you watch!* And ladies, take note—now, even with *damaged* hair . . . hair that's been burnt by bleaches, tortured by tints, punished by permanents . . . you'll see an incredible difference *instantly!*

A miracle? Not at all. Dermatologists say drab, dry hair is hair that has lost its "oil-and-moisture" balance. It's *moisture* that softens hair, keeps it healthy, beautiful. And it's the natural oils in your hair and scalp that absorb and hold this vital moisture.

Can this "oil-and-moisture" balance be restored? Yes—because Charles Antell scientists, the men who made lanolin a household word, now have achieved their greatest hair-care development—**SUPER LANOLIN!**

3 TIMES MORE EFFECTIVE

Look at the pictures. It doesn't take a scientist to understand at once why "C" holds the secret of the greatest break for your hair since lanolin! For here is truly a Super Lanolin—unmatched in all the world for absorbing and retaining the precious moisture your hair must have for handsome, youthful-looking health! For luxurious, lustrous life!

By actual test, Charles Antell's exclusive Super Lanolin Formula carries 3 times *more* moisture into your hair and scalp than lanolin itself—and keeps it there 3 times *longer!* In other words, any grooming aid you now use, whether it "contains" lanolin or not, is as old-fashioned as grandma's curling iron!

READ THIS GUARANTEE

Tonight, saturate your dehydrated, damaged hair with Super Lanolin Formula 9. Let it drink up vital moisture as you sleep. In the morning, wash with specially-created Charles Antell Super Lanolin Shampoo. See the difference instantly! See your hair awake to new, shining softness. Become more manageable than you dreamed possible! Will it *really* be so? It **MUST** be so—or your money back and no questions asked. For a free, illustrated booklet, "Better Hair Care," write Charles Antell, 116 South St., Balto. 3, Md.

Look for this combination offer at drug and cosmetic counters everywhere

BOTH ONLY 98¢
plus tax



Charles Antell

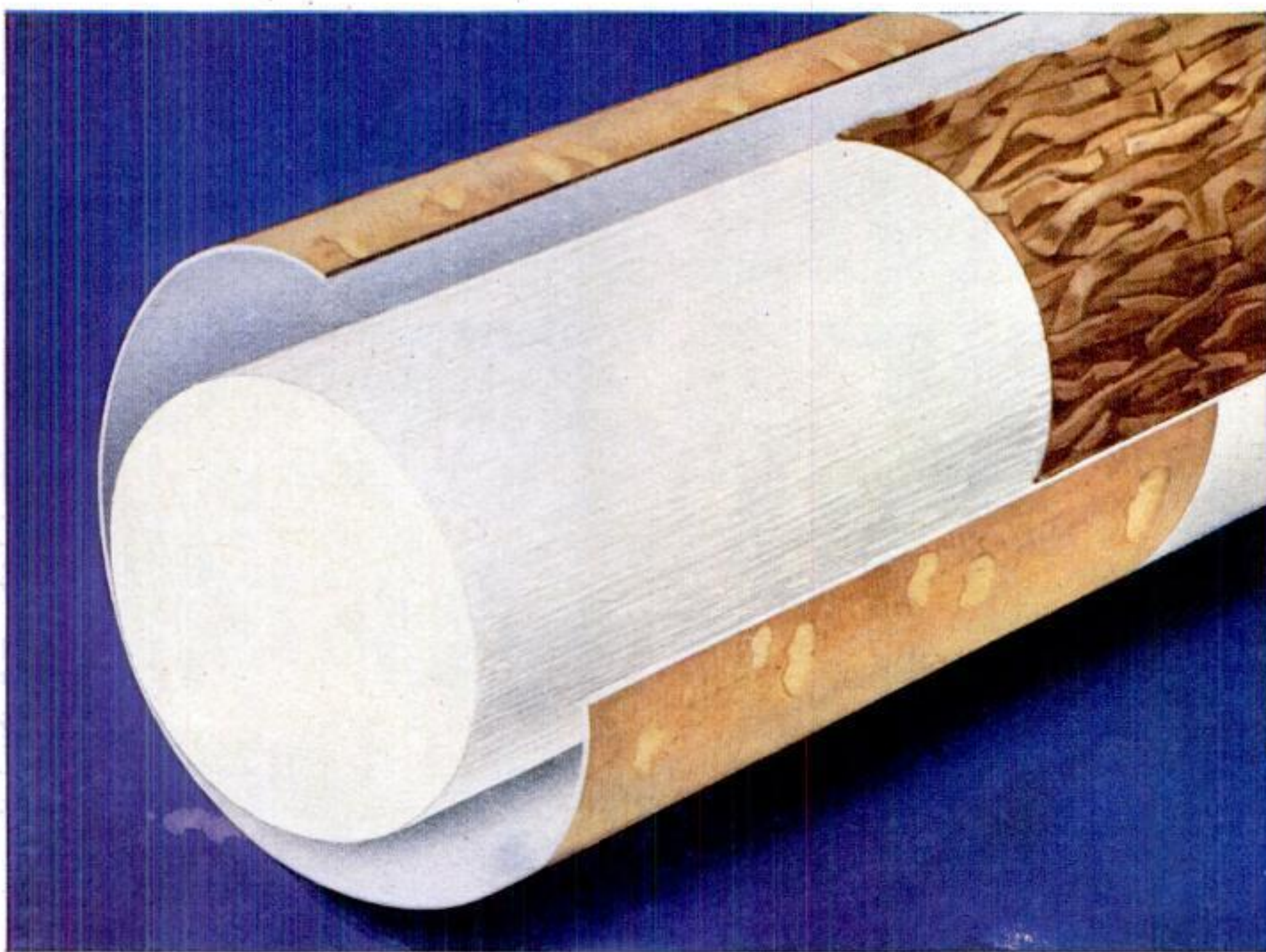
NEW SUPER LANOLIN FORMULA 9 and SHAMPOO

Ponytail Period CONTINUED



SOLEMN-EYED SYLVETTE takes time from posing to sketch her own portrait. She helps mother run chair factory, is engaged to English trumpeter.

What have VICEROYS got that other filter tip cigarettes haven't got?



THE ANSWER IS

20,000 Filters

IN EVERY VICEROY TIP

Only Viceroy gives you 20,000 individual filters to filter your smoke over and over again. It's 100% filter! You get only the full, rich taste of Viceroy's choice tobaccos ... and Viceroy's draw so freely!

Viceroy's 20,000 filters plus king-size length give you *double the filtering action* ... for only a penny or two more than cigarettes without filters.

Now, Viceroy's give you double the filtering action
to double your smoking pleasure

New King-Size
Filter Tip **VICEROY**

WORLD'S LARGEST-SELLING FILTER TIP CIGARETTE



ONLY A PENNY
OR TWO MORE
THAN CIGARETTES
WITHOUT FILTERS



MADE IN A JIFFY
WITH YOUR FAVORITE
CAKE MIX!

Coconut

PARTY TREATS

100 Delicious Varieties From ONE Simple Recipe

Yes, it's really true—you can make more than 100 deliciously *different* kinds of chewy "treats" from your favorite cake mix. Not cookies—not cakes—Coconut Party Treats lend a festive air to any occasion or provide a tasty between-time snack for youngsters and grown-ups alike. The secret is in Durkee's sweet and tender Coconut and Durkee's full-strength Flavoring Extracts.

Use Durkee's Coconut for best results. Only the Durkee method of processing tree-ripened coconut seals all the luscious, moist tenderness right inside—gives you coconut freshness never possible before! Buy Durkee's *Stayfresh* Coconut in cellophane bags or cartons, or the shorter *Dixie-Cut* in cans for convenient recipe use.

Also stock up on Durkee's Flavoring Extracts. They are guaranteed to give uniform strength for full flavoring results.

...and so easy, with your favorite cake mix

DURKEE'S COCONUT

DURKEE'S FLAVORING EXTRACTS

RECIPE

DURKEE'S COCONUT "PARTY TREATS"

Here's all you do... Use any white, yellow, chocolate or devil's food cake mix. First, read label on cake mix and note whether milk or water and egg are required. Then proceed as follows:

INGREDIENTS:

Cake mix requiring milk and no eggs.

1 Box Cake Mix ½ Cup Milk
1 Cup Durkee's Stayfresh or Dixie-Cut Coconut
¼ Cup Durkee's Margarine

Cake mix requiring eggs.

1 Box Cake Mix ¼ Cup Water
1 Egg (or egg white for white cake)
1 Cup Durkee's Stayfresh or Dixie-Cut Coconut
¼ Cup Durkee's Margarine

METHOD: Party Treat Bars and Rounds

Add liquid, egg if required, margarine, and coconut to cake mix in bowl. Mix until blended and smooth. Add flavor extract desired. For Bars pour batter equally into two greased 8" or 9" layer pans. Bake at 375° for 20 to 30 minutes. For Rounds drop batter from spoon onto ungreased cookie sheet. Bake at 375° for 12 to 15 minutes.

FOR FLAVOR VARIETY, add one teaspoon Durkee's vanilla, lemon, orange, maple, almond, mint or other extract. After baking, spread with sugar icing. Top with Durkee's coconut, nutmeats, dates, or other variety toppings. There are countless variations you will have fun dreaming up yourself.

Only with Durkee's Coconut and Extracts can you be sure of perfect results all the time!

© 1954, Durkee Famous Foods



59 Years in Fashion

'VOGUE'S' MRS. CHASE RECEIVES A TRIBUTE

The fragile-looking woman at right is Edna Woolman Chase, one of the most durable luminaries in the inconstant world of women's fashions. Longtime editor of *Vogue* and dean of her profession, Mrs. Chase was making one of her rare appearances as a personality and not an editorial voice before leaders of the industry she has served for 59 years. She went to work on 3-year-old *Vogue* in 1895, when women were wearing shirtwaists created by personal dressmakers. Today style is mass-produced and fashion is an \$11.5 billion business but is still under the surveillance of the sharp-eyed, outspoken lady editor.

When she gave up day-to-day editing in 1952, Mrs. Chase began her memoirs, *Always in Vogue*, with the help of her actress daughter Ilka. Publication of her book was the occasion for a huge luncheon and a kaleidoscopic showing of the changing modes during her career. Touched but not teary, Mrs. Chase said thank you but still did not say goodbye (p. 127).



AT LUNCHEON MRS. CHASE WATCHES A PARADE OF FASHIONS COVERING THE SPAN OF HER CAREER



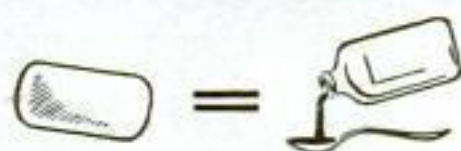
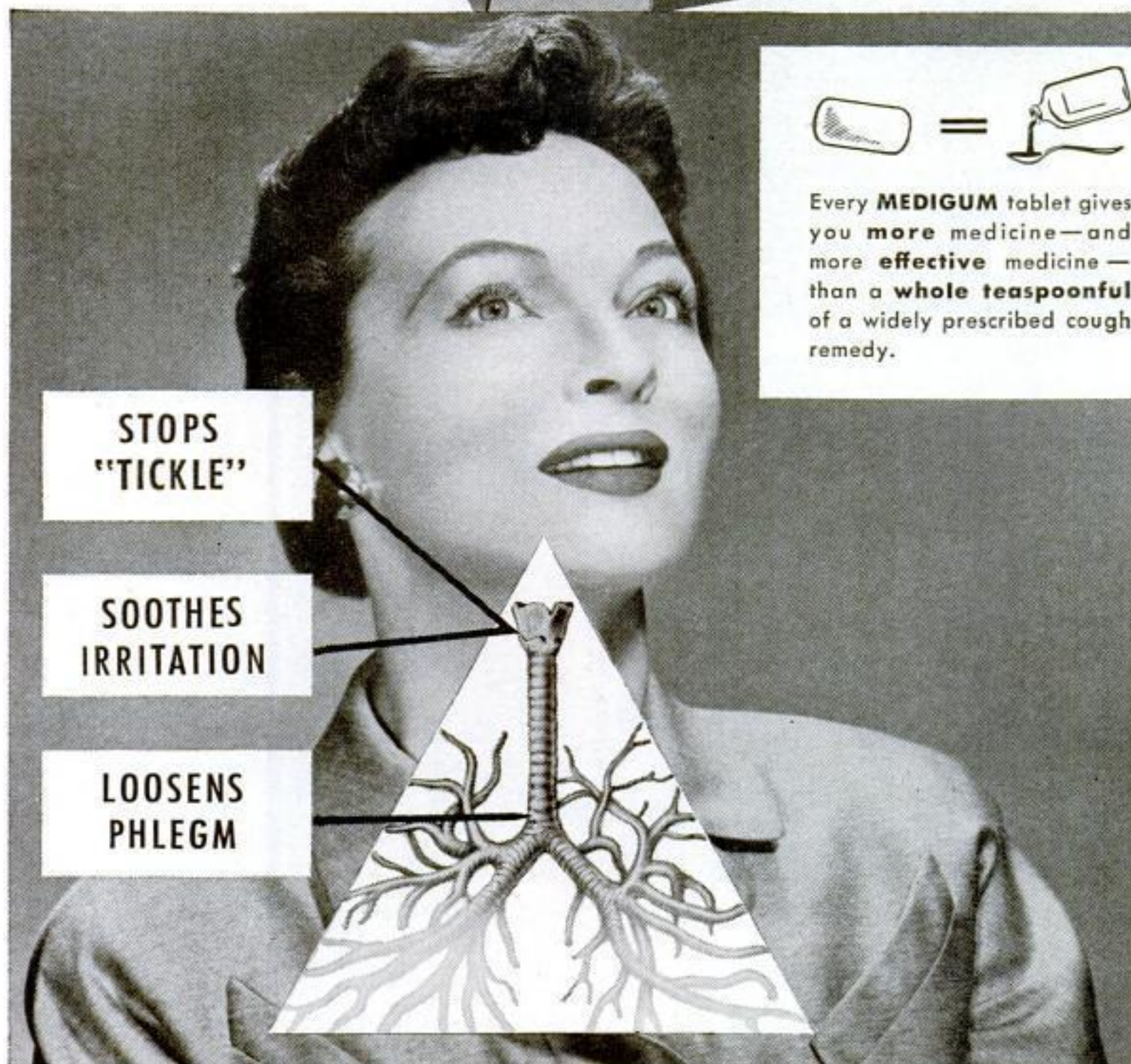
EDITOR CHASE, ON ARM OF PUBLISHER IVA PATKEVITCH, IS SURROUNDED BY "VOGUE" EDITORS AND "VOGUE" ALUMNAE IN CLOTHES FROM '90s TO PRESENT

NOW...A REVOLUTIONARY NEW KIND OF COUGH REMEDY!

Like a Doctor's Cough Prescription

(Combines three highly effective cough medicines)

in chewing-gum form!



Every **MEDIGUM** tablet gives you **more** medicine—and more **effective** medicine—than a **whole teaspoonful** of a widely prescribed cough remedy.

STOPS
"TICKLE"

SOOTHES
IRRITATION

LOOSENS
PHLEGM

Deep-Down Medicinal Relief for Coughs Throat Irritations DUE TO COLDS

Now for nagging coughs, throat irritations due to colds...for annoying "Smoker's Cough," too...get real medicinal relief with new MEDIGUM...relief that starts in seconds! Like a doctor's cough prescription, MEDIGUM combines three highly effective cough medicines...in chewing-gum form.

Medicates as You Chew

As you chew new MEDIGUM, a continuing medicated bath instantly moistens and soothes dry, raspy throat. Stops "tickle."

Relieves cold-irritated throat tissues that cough syrups and gargles may not even touch! Works deep-down, too...loosens phlegm...eases chest "tightness." You feel better faster!

Ideal for Children

New MEDIGUM tastes delicious...children take it gladly. And you can chew MEDIGUM any time, any place. For the good of your whole family, get new MEDIGUM at any drug counter, today!

Just CHEW...
any time,
any place!

MEDIGUM

16 TABLETS
35¢

PHARMACO, INC., KENILWORTH, N. J.

59 YEARS CONTINUED

FROM CLERK TO EDITOR



IN LATE '90s and new at her job as a circulation clerk on *Vogue*, young Edna Woolman posed soberly. Dress has taffeta top and broadcloth skirt, was not worn to work.



IN 1911 Mrs. Chase (left), having become *Vogue*'s managing editor, shared inelegant office with her secretary and writers. One of them (right) left to marry Sinclair Lewis.



IN 1922 *Vogue* Editor Chase looked like a queen surrounded by members of her staff. Carmel White Snow (seated, left) is now the editor of rival *Harper's Bazaar*.

CONTINUED ON PAGE 127

New! G-E Spacemaker gives you big-range cooking in compact space...at low, low price



How to "Stretch" a Small Kitchen...or Make a Big One Extra-Convenient

Where room is limited, use the space you save with a Spacemaker for an extra cabinet or snack bar. In a larger kitchen, the compact Spacemaker can make possible an on-the-spot freezer or other appliance.

Or buy two Spacemakers—they cost no more than a de luxe range and you get: two master ovens (bake and broil at the same time), eight Hi-Speed surface units, double storage space.



Cook with pushbuttons. Click them on with a fingertip-touch, even when your hands are full or wet. Exact, even heats, warm to hi-speed. Nothing to turn or adjust.



Newly designed! Automatic oven timer. Easy to use. Two simple clock settings and heat goes on, does cooking, goes off without attention. Safe to leave as your electric refrigerator.

Oven so big
it cooks 10-lb. roast,
au gratin potatoes,
apple brown betty
for 24...all at once!

Takes up to 16 inches less width than a 40-inch range. Yet it has practically every big-range cooking feature you can imagine.

Newly designed automatic oven timer lets meals cook without attention. Pushbuttons click on exact heats. Famous "Focused Heat" broiler cooks meats the delicious "charcoal" way. EXTRA-Hi-Speed unit gives speedy cooking starts.

Wide, floodlighted oven. Easy to clean.

Surface units are widely spaced to allow for big pans—hinged so you can lift out drip pans. Indicator light shows when oven is preheated, 2 appliance outlets—1 timed, big storage drawer, full-length fluorescent lamp over cooktop.

Your G-E dealer is in classified phone book. General Electric Company, Appliance Park, Louisville 1, Kentucky.

Be Modern...Cook Electrically

*After small down payment. See your G-E dealer for details. Prices and specifications subject to change without notice. Available in Canada at slightly higher price.



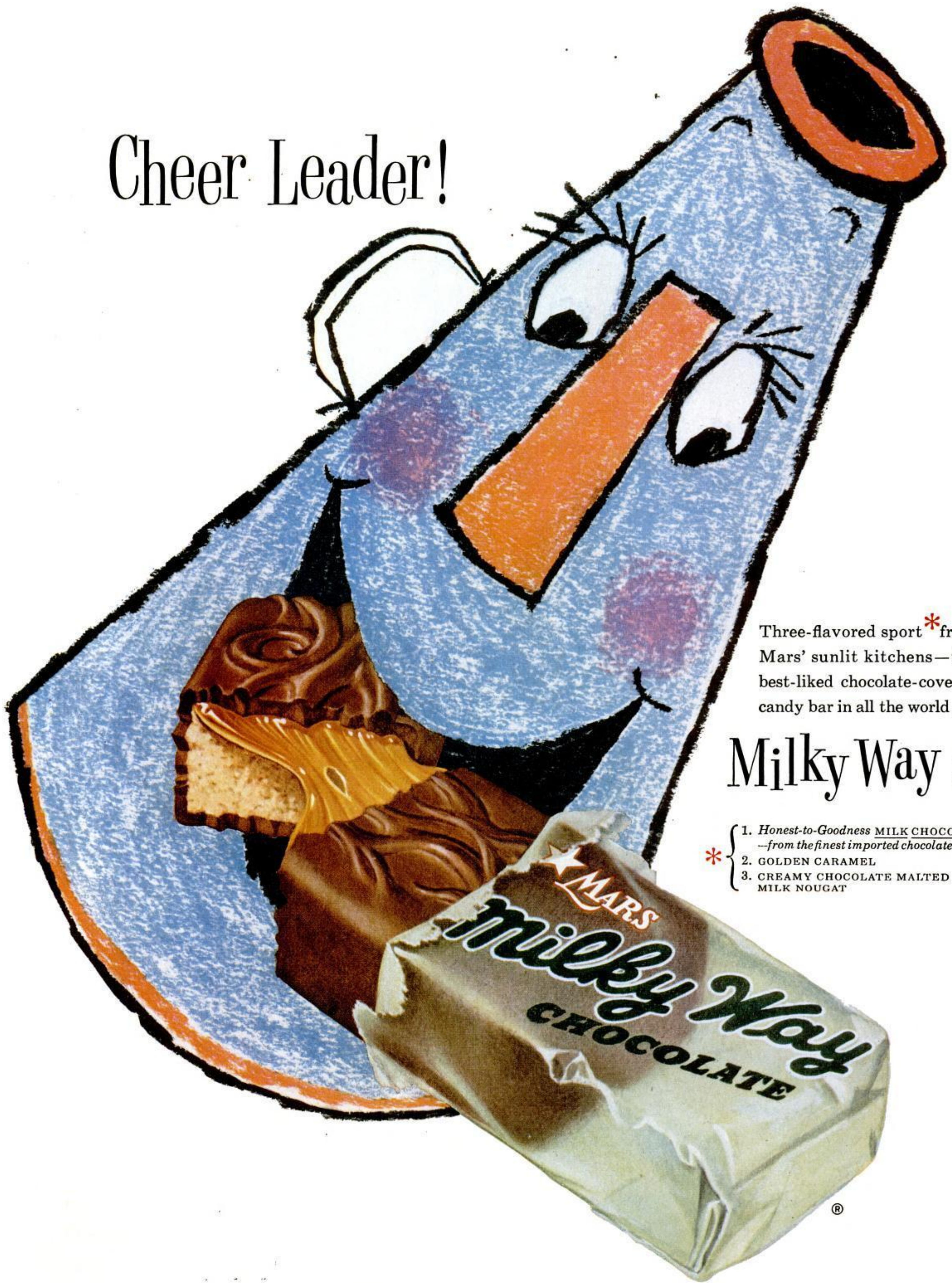
New! Calrod® oven units are removable. Fully enclosed. No old-fashioned open coils. Units slide out so you can clean them and oven more easily. New, economical "Focused Heat" broiler.

Speed-Cooking ranges...so fast...so clean...so dependable

GENERAL  ELECTRIC

For as little as \$1.96* a week you can own a G-E range with big, wide oven; new "Focused Heat" broiler; removable, cleanable oven units; Hi-Speed and EXTRA-Hi-Speed Calrod® surface units and modern pushbutton controls.

Cheer Leader!



Three-flavored sport * from
Mars' sunlit kitchens—the
best-liked chocolate-covered
candy bar in all the world . . .

Milky Way 5¢

- * {
1. *Honest-to-Goodness* MILK CHOCOLATE
—from the finest imported chocolate beans
 2. GOLDEN CARAMEL
 3. CREAMY CHOCOLATE MALTED
MILK NOUGAT



NEW CRUSADE for Mrs. Chase, she announced at her lunch, would be men's clothing. Complaining that the modish male of 1895 (left) hardly differs from current Brooks Brothers model, she hopes to have some changes made.

MEN ARE THE LATEST OF HER MANY TARGETS

At 77 Edna Woolman Chase, veteran of many fierce fashion wars and victor in most of them, is not taking leave of the battlefield. She is staying, she indicates, to fight against the stodginess of male fashion (above). In her book she takes the offensive against male attacks on women's fashions. "Occasionally one is obliged to admit the justice of male accusations. Sometimes feminine fashions verge on the ridiculous, but so do men's, and when women err it is likely to be in the realm of that which is appropriate rather than in the intrinsic weirdness of the clothes themselves, as is the case with gentlemen."

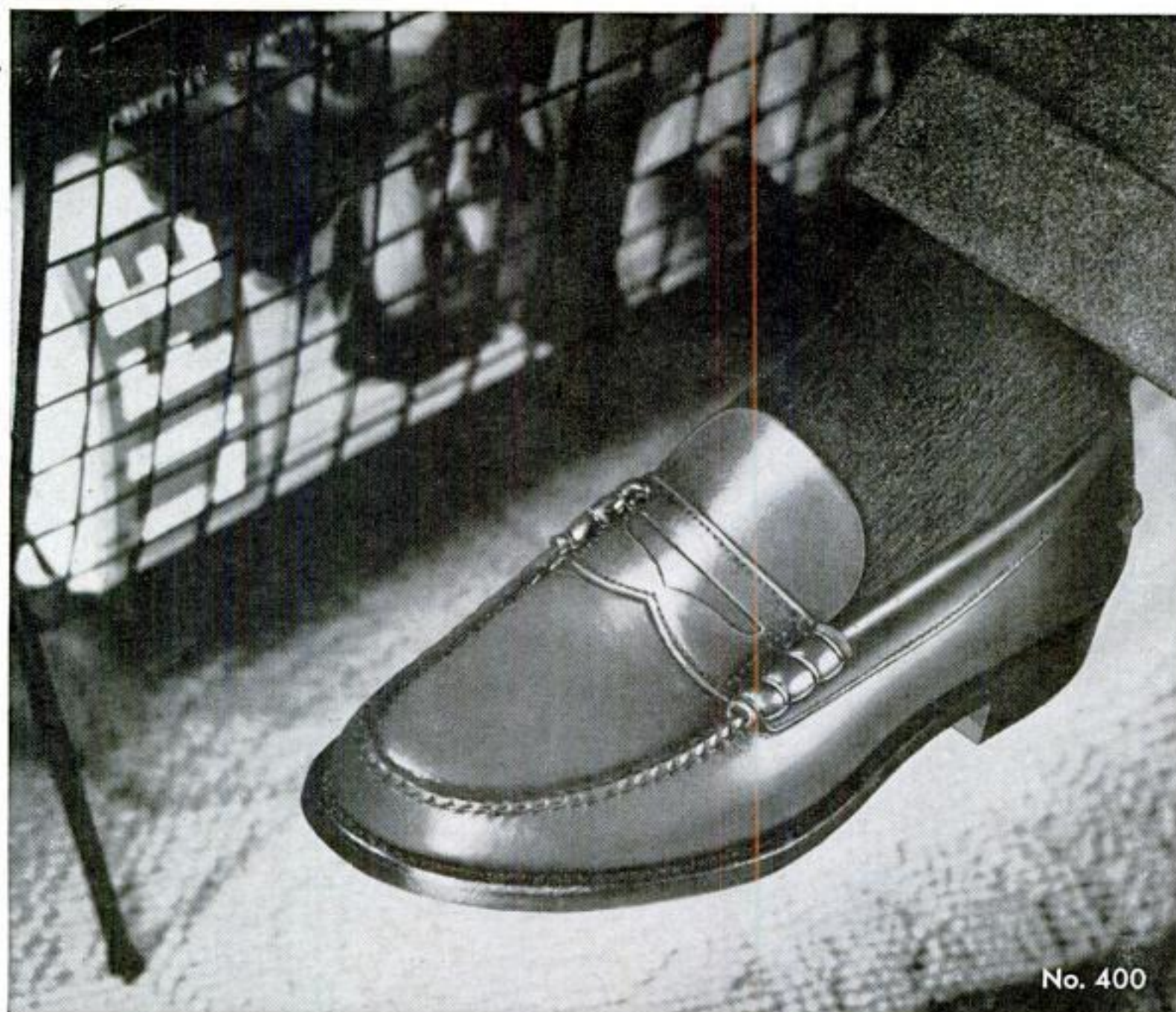
Mrs. Chase also makes spirited observations on other subjects: **STOUT WOMEN** "Once *Vogue* showed two or three dresses for stout women, but we were so shaken by the experience we haven't repeated it in 57 years. Today we acknowledge that a lady may grow mature, but she never grows fat."

DUCHESS'S WEDDING GOWN "The duchess [of Windsor] has many exquisite gowns, but, candidly, for such an occasion as her wedding to a former king, I think she and Mainbocher might have done better."

WARDROBE BRAVERY "If you've pulled a fearful boner, if the dress or hat so beguiling in the shop is a dud in the home, pitch it out. Give it to some dear relation or send it to the thrift shop."

OPEN-TOED SHOES "In 1939, speaking before the Shoe Fashion Guild meeting, I fired my first salvo in the anti-open-toe-shoe barrage. 'Gentlemen,' I said, 'I beg you stop this promotion of the open-toed, open-backed shoes for street wear. Open-toed shoes may be worn for dress occasions. Not for walking in the city. They are inappropriate, unsightly and dirty.' One has only to look at the feet of the nation's women to appreciate my remarkable lack of success."

WHAT COUNTS IN FASHION "The combination of fine taste and sound judgment is what counts. Taste may be a sort of instinct—good judgment is the flowering of sound thinking."



No. 400

WINTHROP TOMAHAWKS

RELAX and enjoy lazy, fireside evenings in Winthrop Tomahawks. Soft, supple leathers and genuine moccasin construction* give complete ease and comfort... expert Winthrop styling assures smart good looks when friends drop in. They're plenty sturdy for outdoor doin's too. See your Winthrop dealer's complete selection.

*Hand-sewn vamp.

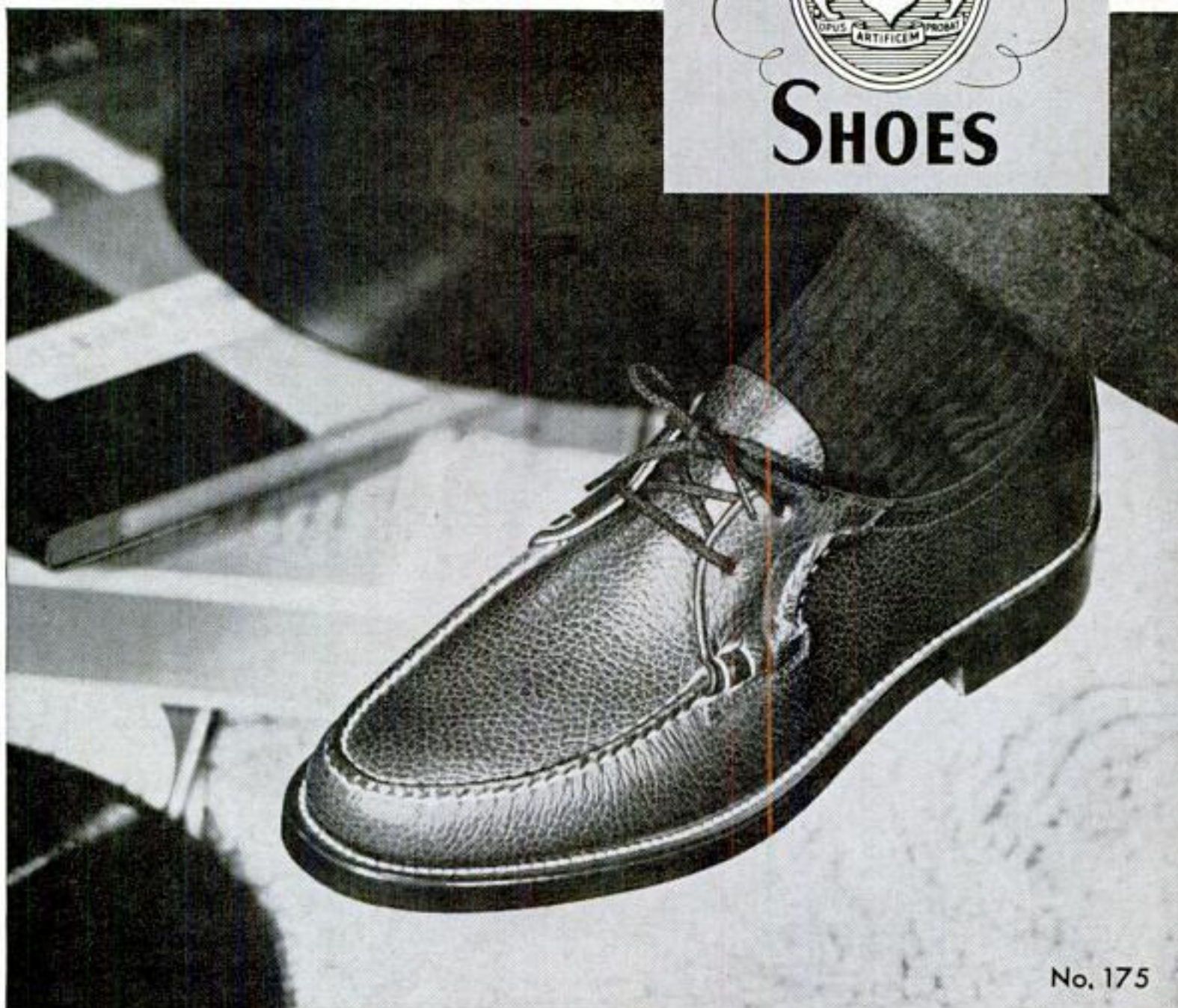
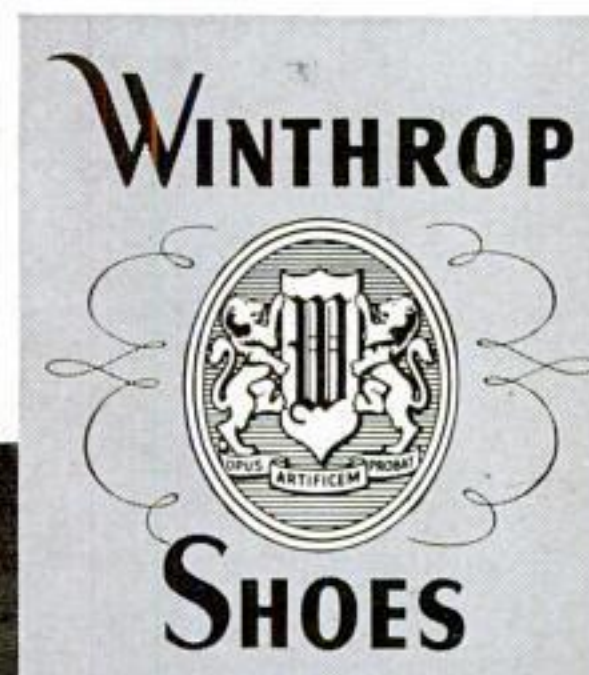
genuine moccasins
for
luxury loafing

Tomahawks \$10.95-\$13.95

other Winthrops from \$8.95

Winthrop Jrs. for Boys \$7.95-\$8.95

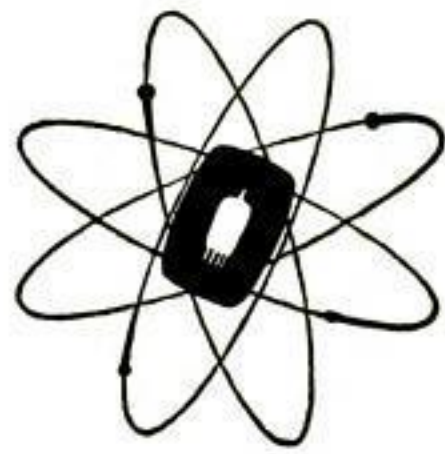
Slightly higher in the West



No. 175

Write Dept. M for free style folder and name of nearest dealer.

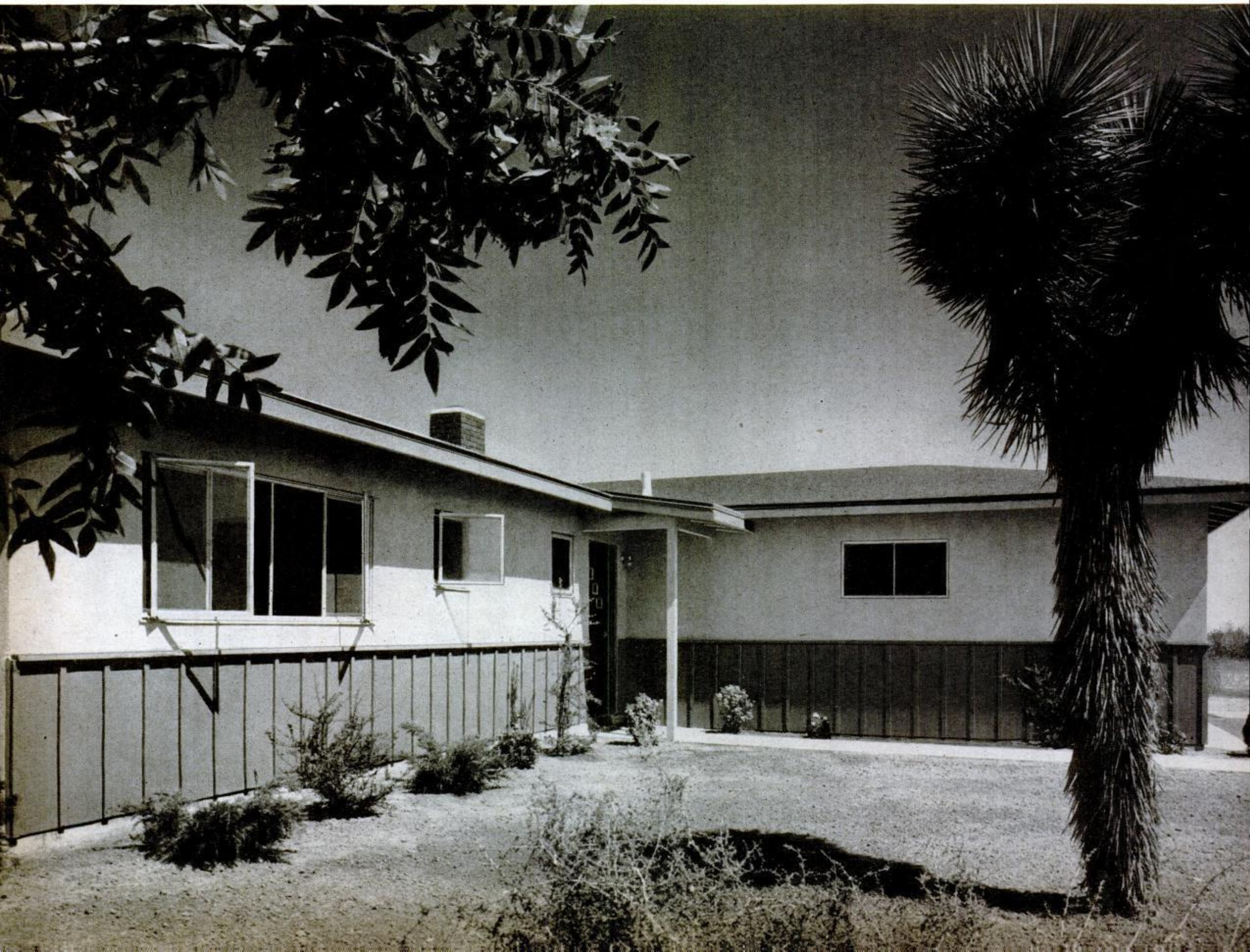
WINTHROP SHOE COMPANY • DIV. INTERNATIONAL SHOE COMPANY • ST. LOUIS



Honeywell Electronic Moduflow is the most sensitive home temperature control system ever developed, gives you a wonderful new kind of comfort

Thermostat outside your house varies indoor

Electronic Moduflow home in Las Vegas, Nevada. Cost in Las Vegas: \$15,700. Builders: Ernest Becker and Mel Schroeder. Electronic Moduflow installed by Western Heating and Air Conditioning.



Why you need varying indoor temperatures



Discomfort—with constant indoor temperatures

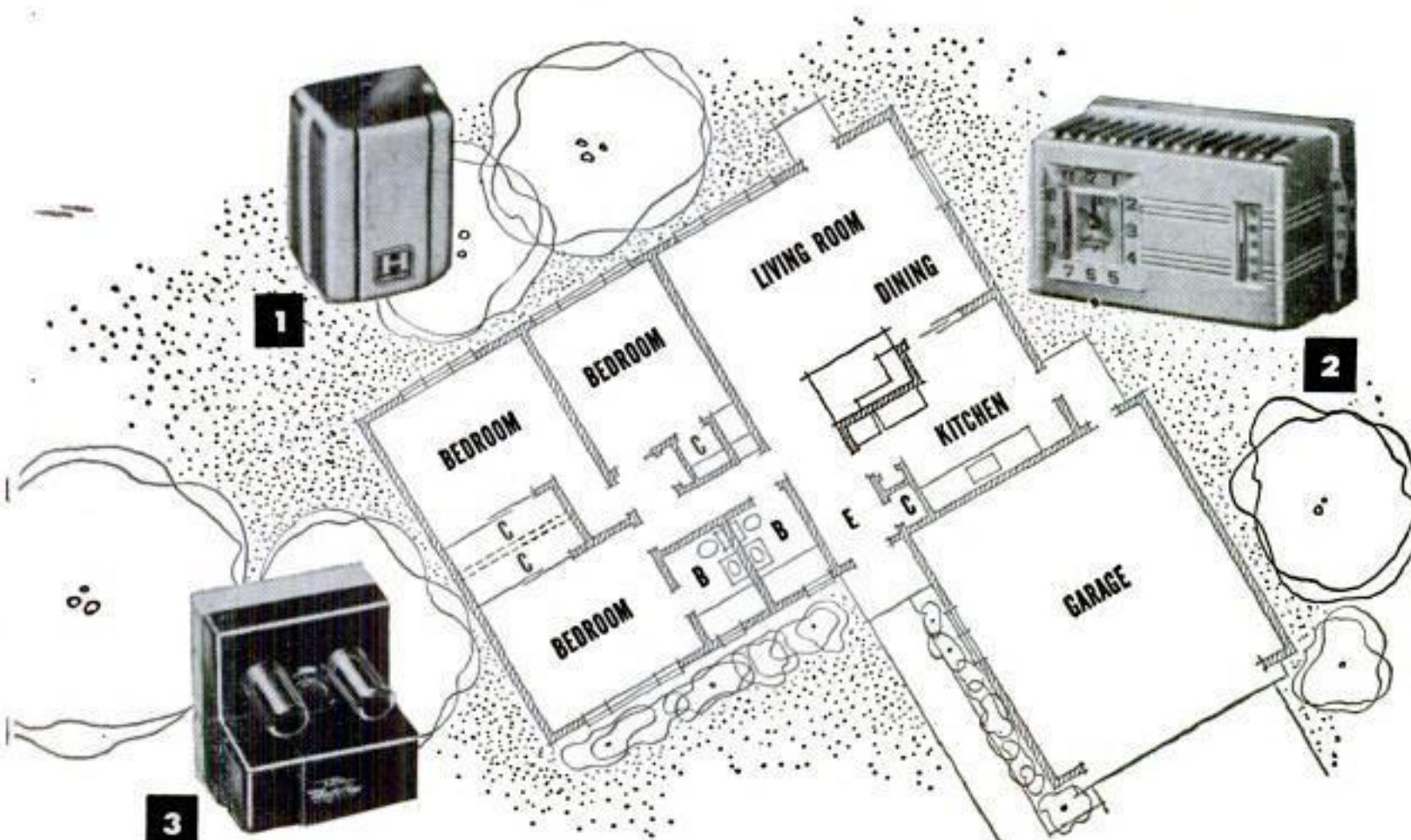
A fixed indoor temperature does not mean you'll be comfortable. Tests show that if indoor temperature is *merely held constant* as the temperature outdoors falls, you feel chilly and uncomfortable. This happens with ordinary temperature control systems. Because as the walls of your home become colder they "draw" increasing amounts of heat from your body.



Comfort—with varying indoor temperatures

With Electronic Moduflow in your home, the colder it gets outside, the higher the temperature inside becomes. Colder walls are offset by this higher inside temperature. For example, when the outside walls of your home grow colder, you may require 74° to feel comfortable. And previously you were comfortable at 71°. Electronic Moduflow solves this personal comfort problem automatically.

temperatures as the weather changes



How Electronic Moduflow works

Only three simple parts make this wonderful system work. The Electronic Weathercaster (1) mounted outside the house, senses the outdoor temperature and by means of electronic signals continually tells the Electronic Clock Thermostat (2) what indoor temperature is required to maintain comfort. This Electronic Clock Thermostat, mounted in your living room, signals the Relay Amplifier (3) which *automatically* tells the heating or cooling plant to provide the amount of adjustment required to keep your home at the right temperature—no matter how changeable the weather.



Ernest Becker, a leading western builder

Ernest Becker and his partner, Mel Schroeder, head one of the most successful home building firms in the West. The house you see here is a type going up in their College Knolls development in Lancaster, California, and their Charleston Heights development in Las Vegas. All 1,400 houses in the Las Vegas project as well as those in Lancaster will be Electronic Comfort Homes equipped with Honeywell Electronic Moduflow.

For heating or cooling



MINNEAPOLIS Honeywell

Electronic Moduflow

Honeywell Electronic Moduflow is based on this new principle: To have constant comfort you need varying—not fixed—indoor temperature.

Electronic Moduflow is superior to all other home temperature systems.

It alone features an electronic thermostat mounted *outside*—where the weather is.

Tests show the last word in healthful comfort is secured by varying indoor temperature in relation to outside temperature.

With Moduflow in your home, your heating plant will automatically vary the inside temperature as the temperature outside rises or falls. This means your house is always bathed in a gentle glow of perfect comfort.

Electronic Moduflow is eight times more sensitive than ordinary systems. This means its control is far faster and more accurate.

With Electronic Moduflow, your house is never too hot—never chilly. You say good-bye to cold, drafty floors. And because there is no more overheating or underheating, you get the most out of every fuel dollar you spend.

Electronic Moduflow is also available in a year-round model—to control your central cooling plant in summer.

No house is a modern house without Electronic Moduflow

When you're buying a *new house*, Electronic Moduflow can be included in your financing. This way it costs you only a few cents a day. In your *present home* Electronic Moduflow can be used with any type of adequate central heating plant. The price, \$199.40, includes average installation costs. With a home improvement loan you can pay as little as \$6.39 a month.

See your builder, heating dealer or architect *today*. Insist on this truly *modern* comfort control system for your present home or the one you are planning to build or buy.

Write today for free book, "The Story of Electronic Moduflow." Also the name of your nearest dealer. Write Honeywell, Dept. 2857, Minneapolis 8, Minn. In Canada, Leaside, Toronto 17, Ontario.

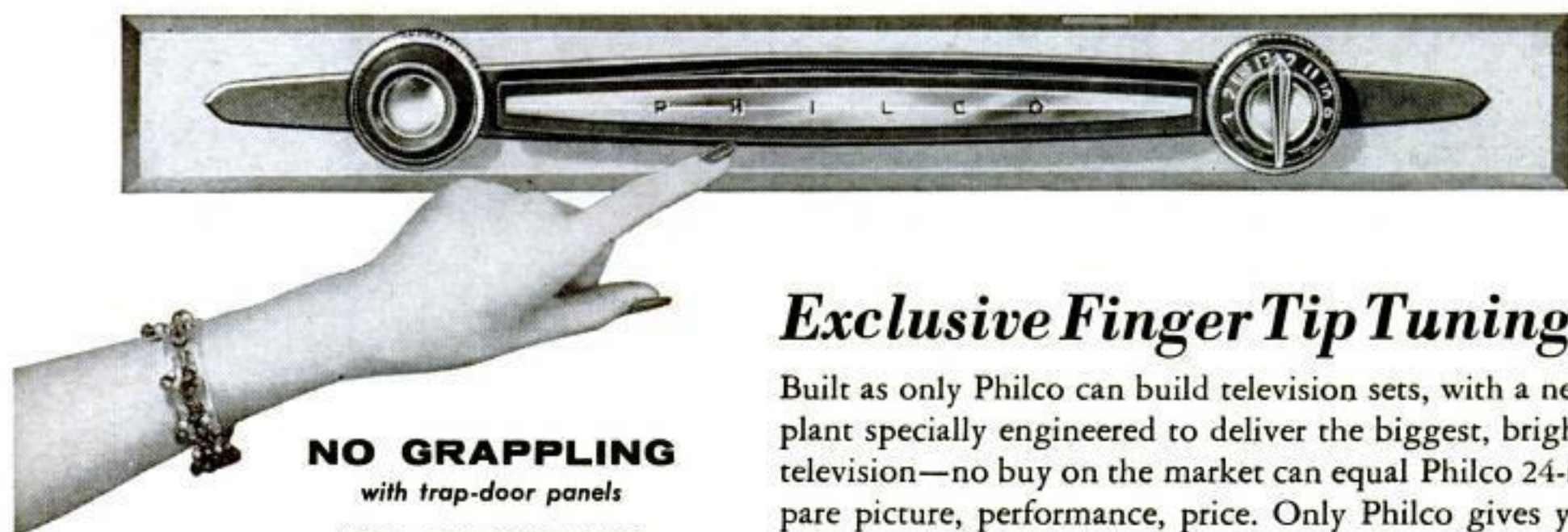
WORLD'S FASTEST SELLING TELEVISION CONSOLE

The Philco "Miss America"



Lee Ann Meriwether, Miss America, 1955

Nothing in Television Measures up to
GIANT 24-INCH PHILCO®



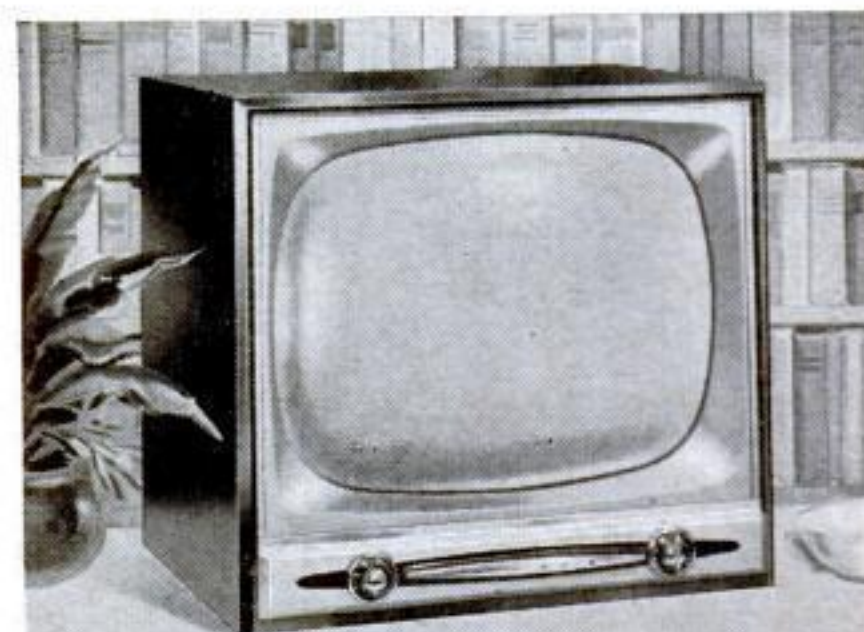
NO GRAPPLING
 with trap-door panels

NO GROPING
 for hidden knobs behind the set

NO GUESSING
 with "blind" side dials

Exclusive Finger Tip Tuning System

Built as only Philco can build television sets, with a new super-power plant specially engineered to deliver the biggest, brightest picture in television—no buy on the market can equal Philco 24-inch TV. Compare picture, performance, price. Only Philco gives you Finger Tip Tuning. All of today's awkward tuning devices are outmoded. On your new Philco only 2 controls are in view, yet *all* are up front—at your finger tips. See the beautiful Philco "Miss America" 6110 and all the other value sensations at your Philco dealer's.



You can get big, brilliant
 24-inch Philco television
 at a 21-inch price



TOWN TRACHODONT overhangs Marshall Lambert, who lectures to Ekalakans in school basement.

THE TOWN THAT HUNTS BONES

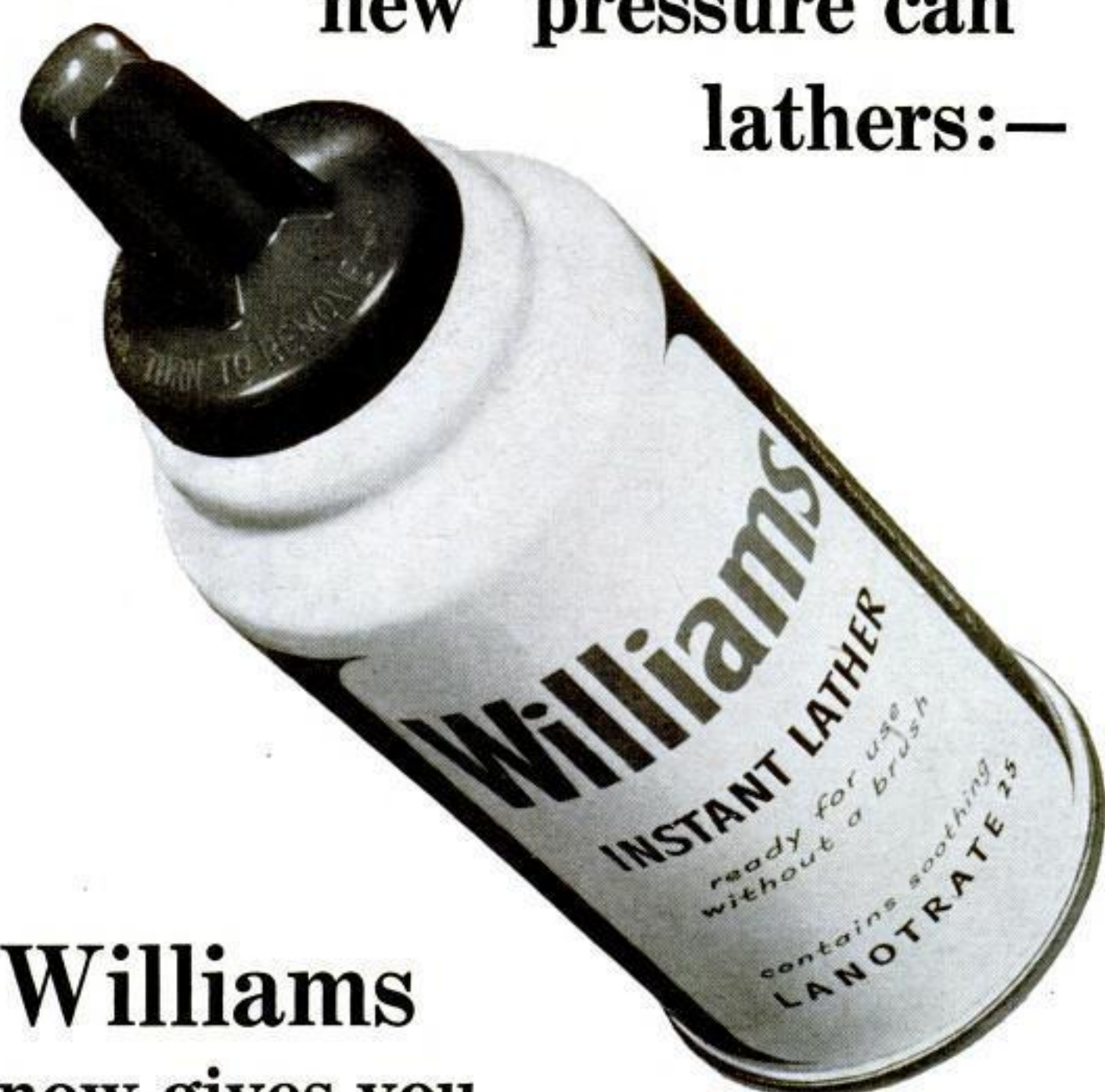
Ekalaka, Mont. makes fossils a community hobby

Fossil hunting, usually a specialty for experts, is the hobby of a whole community in Ekalaka, a dusty village of 900 in southeast Montana. Every spare moment they can find, bone-struck Ekalakans of all ages go in search of reptile remains in the surrounding prairie. The fossils they bring back are stored in the local high school basement, where they are assembled by Marshall Lambert, the science teacher. In the years they have spent at their esoteric pastime the Ekalakans have put their remote hamlet squarely on the paleontological map by discovering well-preserved remains of one of the earliest mammals, a ratlike creature called *Meniscoessus*. They have collected enough bones in 15 years to piece together a 16-foot-high dinosaur called a trachodont, now complete except for the tail. They have also become so familiar with their petrified pets that they call them by nicknames like "Pakky" (for *Pachycephalosaurus grangeri*), "Trakky" (for the trachodont) or, simply and sweepingly, "Bonehead."

FOSSIL-FINDERS' TOWN, Ekalaka, lies on dry prairie which 80 million years ago was a seashore.



To the 6 million men
already using today's
new "pressure can"
lathers:—



Williams
now gives you
an instant lather with Nature's own
"SKIN SMOOTHER" BUILT IN!

For hundreds of years skin specialists have known that nothing in nature equals lanolin (found only in the wool of sheep), as a skin conditioner. *The softness, smoothness, and quick healing of the skin on wool-handlers' hands told them that.*

So efforts have long been made to blend lanolin into shaving preparations, so it could work its wonders on the inevitable "roughing up" your skin takes from the sharpest razor. But no way could be found to combine enough pure lanolin with shaving cream ingredients to be completely effective.

**Williams' discovery—Lanotate²⁵
—revolutionizes shaving**

LANOTRATE²⁵ is the Williams name for an extract of lanolin which concentrates its magic skin-smoothing elements 25 times.

In this concentrated form even a small amount of Williams Instant Lather carries enough lanolin to your face to smooth the way for your razor, and leave your face feeling softer, more fit and supple,

All three with LANOTRATE²⁵

LANOTRATE²⁵ is found exclusively in Williams Shaving Creams, Williams Instant Lather, Williams Luxury Lather and Williams Brushless Glider. The J. B. Williams Company, Glastonbury, Conn.



A full 3 months' supply! Lanolin in its richest form, lanolin actually concentrated 25 times in new Williams LANOTRATE²⁵ Instant Lather

younger looking. With regular use, LANOTRATE²⁵ helps protect your skin against excessive dryness, daily blade scrape; yes, even against hot and cold weather conditions.

Today start enjoying these skin-comforting benefits—enjoy a truly kind-to-your-skin shave at last with Williams Instant Lather. A long-lasting supply costs but 79¢ (no more than ordinary "pressure can" lathers) wherever toiletries are sold.



Town Hunts Bones CONTINUED



ON A BUTTE, file of Ekalakans march along rim. Most fossils are on summit of buttes which were ancient land level before soil around them washed away.



HAPPY HUNTRESS, Mrs. Robert Renshaw, inspects a find. It proved to be stone instead of bone.



DRESSED-UP DIGGER, Mrs. Ida Brewer, fourth grade teacher, ignores high heels, fancy dress, hat and veil to attack clay with hammer and shovel.

CONTINUED ON PAGE 135

Famous Old Forester
presents a new concept
in decanter beauty

The season's most distinctive
gift decanter...created by Raymond
Loewy Associates, world-famous
designers, to complement this finest
of all bourbons...each crystal-bright
decanter contains the same bonded
Old Forester famous since 1870...
"there is nothing better in the market."



*Gift decanter
costs no more
than regular fifth*

©1954—B. F. DIST. CORP.

KENTUCKY STRAIGHT BOURBON WHISKY • BOTTLED IN BOND • 100 PROOF • BROWN-FORMAN DISTILLERS CORPORATION • AT LOUISVILLE IN KENTUCKY

Copyrighted material

Now! The new small Turkeys
roast tender and golden without basting
Spry makes the difference!

A photograph of a roasted turkey on a metal tray. The turkey is golden-brown and glistening. In the background, there is a can of Spry Homogenized Pure Vegetable Shortening and a small glass bowl containing a red sauce with a spoon. A hand is visible on the left, holding a red cloth with a floral pattern.

Here's All You Do!

Prepare a small 4 to 8-pound turkey for roasting. Stuff it, truss it, and brush it all over with melted Spry. Place bird, breast down, on rack in roasting pan. Then brush a piece of muslin generously with melted Spry, and lay over bird, letting cloth fall loosely over the sides. Roast in moderate oven (350°F.) 4-4½ hours or until tender and golden-brown all over. Turn bird once. Remove cloth about ½ hour before end of roasting.

When you roast your turkeys (big or little) with pure, digestible Spry, you protect the delicate white meat from drying out. Lever Brothers unconditionally guarantees that with Spry you can cook turkey tender and golden, even without basting. You'll agree or we'll return your money. For more easy recipes, drop a postcard to Spry, Lever Brothers, 390 Park Avenue, New York 22, N. Y.

Spry makes just about everything you cook taste better!



60-POUND THIGHBONE from a dinosaur called Triceratops is carried by Marshall Lambert leading a party of Ekalakans who found it on top of a butte.



FOSSIL FRAGMENTS from skull of Triceratops are patiently fitted together by a rancher and two housewives who are members of local geological society.



PRIZE FINDS are three jaws of early mammals (foreground) and a skull of Pachycephalosaurus dinosaur, shown in two models. Lambert points to brain.

Mother-to-be

"Nobody will know Maternity Fashions"

RAYON GABARDINE SEPARATES

Enjoy "waiting" in a blazer jacket made "personally yours" with your very own monogrammed pocket which pairs smartly with our well-tailored skirts, pedal pushers and slacks. Styled in wrinkle-resistant Rayon Gabardine.

tailored by
phil jacobs
kansas city

Blazer Jacket, White/Black Trim, Red/White Trim and Powder Blue/White Trim7.95
Slacks, zip-to-fit/concealed pockets.....5.95
Skirt, Adjustable/patented cut-out.....3.95
Pedal Pushers, zip-to-fit/concealed pockets5.95
Skirt, zip-to-fit/concealed pockets4.95
All separates available in Black, Navy and Brown.
Sizes 8-18.

Featured at all these fine stores:

Akron, Ohio.....Maternity Tags of Akron and Canton	Knoxville, Tenn.....Miller's	Raleigh, N. C.....Petticoat Lane
Ashabula, Ohio.....Marlan's Stark 'N' Styles	Knoxville, Tenn.....The Stark Shop of Knoxville, Inc.	Reading, Pa.....Maternatops
Austin, Minn.....Donna Lynn Maternity Fashions	LaCrosse, Wisc.....Gen-El Maternity Shop	Richmond, Va.....Miller and Rhoads
Bakersfield, Calif.....Pearl Hancock Maternity Shop	Lafayette, Ind.....Trudi-Key	Roanoke, Va.....Stark Shop
Baltimore, Md.....Hochschild Kahn and Co.	Lawton, Okla.....La Sandra's	Rochester, Minn.....Expect-An-Aire
Batou Rouge, La.....Evelyn Randall's Anticipation Shop	Little Rock, Ark.....The Maternity Shop	Rockford, Ill.....Bea's Fashion Modes
Birmingham, Ala.....The Stark Shoppe	Los Angeles, Calif.....Pfeifers of Arkansas	Roswell, N. M.....Wooldridge's
Buffalo, N. Y.....My Maternity Shop	Louisville, Ky.....The Stark Shop of Kentucky, Inc.	St. Louis, Mo.....Scruggs, Vandervoort, Barney
Cedar Rapids, Iowa.....Martin's	Macon, Ga.....Stark Center	St. Petersburg, Fla.....Marguerite's Maternalone
Charlotte, N. C.....Belk Brothers Co.	Memphis, Tenn.....The Stark Shop, Inc.	San Diego, Calif.....Lester's Expectation Shop
Cheyenne, Wyo.....Madonna Shop	Midland, Mich.....Maternity Fashions	San Francisco, Calif.....Emporium
Chicago, Ill.....Maternity Vogue	Midland, Texas.....Ann's Maternity Shop	Santa Ana, Calif.....Cathy's Maternity Shop
Cincinnati, Ohio.....Bee Roettger Maternalities	Mobile, Ala.....C. J. Gayfer and Co.	Seattle, Wash.....Harmony House
Clayton, Mo.....A. Harris	Napa, Calif.....The Cain-Sloan Co.	Shreveport, La.....Northgate Maternity Shop
Dallas, Texas.....Jo Ann's	Nashville, Tenn.....Maternity Fashions	Shreveport, La.....The Anticipation Shop
Davenport, Iowa.....Maternity Lane	New Brunswick, N. J.....D. H. Holmes Co., Ltd.	Sidney, N. Y.....Wassong's
Des Moines, Iowa.....The Duluth Glass Block Co.	New Orleans, La.....Ann Lee Maternity Shoppe	Tallahassee, Fla.....The Starkette
Duluth, Minn.....Stark Styles	Newport News, Va.....My Maternity Shop	Tampa, Fla.....The Stark Salon
Evanson, Ill.....Your Date Maternity Shop	North Hollywood, Calif.....Expectation Shop	Terre Haute, Ind.....Jack and Jill Shop
Fergus Falls, Minn.....Elaine's	Oceanside, Calif.....Lester's Expectation Shop	Topeka, Kan.....Maternal-Land
Fort Dodge, Iowa.....Eleanor's	Oklahoma City, Okla.....J. L. Brandeis and Sons	Toronto, Can.....Maternity Fashion
Fort Worth, Texas.....Leonard's	Omaha, Nebr.....Maternity Modes	Tulsa, Okla.....Mary-Ruby Shop
Fullerton, Calif.....Doris Reed Maternity Shop	Oxnard, Calif.....Lester's Expectation Shop	Twin Falls, Ida.....Edith's Maternity Shop
Grand Rapids, Mich.....Stark Shop	Pacific Beach, Calif.....The Stark Club	Utica, N. Y.....The Maternity Shop
Green Bay, Wisc.....Mary Ann Maternalities	Paducah, Ky.....Maternal Lane	Waco, Tex.....The Smarwear
Hampton Vill., St. L., Mo.....Tappies T & T Shop	Pensacola, Fla.....Tyrell's Tiny Tot	West Duluth, Minn.....My Maternity Shop
Houston, Texas.....The Stark Shop, Inc.	Peoria, Ill.....Bonwit Teller	Wheeling, W. Va.....Stark Stop Shop
Jackson, Miss.....Maternalone, Inc.	Phoenix, Ariz.....Expectation Shop	Wichita Falls, Tex.....Stark Stop Shop
Jacksonville, Fla.....The Maternity Shop	Port Arthur, Texas.....Dorothy's Maternity Fashions	Winter Haven, Fla.....Carol's Starkette
Kansas City, Mo.....Frances Welsh	Portsmouth, N. H.....Dorothy's Maternity Fashions	

For store nearest you if not listed write:
PHIL JACOBS CO., Inc. • 1331 Oak St. • Kansas City, Mo.

Burgers Taste Better!

A-1

SAUCE

Ask for A-1. when dining out, too!

Vernell's
real BUTTERMINT candy

A Mint of Enjoyment... Anytime

VERNELL'S BUTTERMINTS, INC. SEATTLE 9, WASH.

THE PERFECT ANSWER TO
THE *Gift* QUESTION!

A set of Marshall's Photo-Oil Colors makes a unique gift for everyone on your Christmas list. Marshall's has been the standard of professionals for many years.

Now, new step-by-step "Do-It-Yourself" instructions make it easy and fun for everyone to hand-color photos. No art training or drawing ability is necessary.

Send for FREE color chart and booklet showing how to make gifts and decorate with photos, PLUS hints on a profitable career in photo-coloring.

Sets \$1.50 to \$13.95 complete

Send 15c for 32 page book, "How to Make Beautiful Color Prints."

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Sleek and elegant... Ronson's new table lighters

Each design in the Ronson "Award Series" is a signed original from the studio of one of the world's outstanding designers. Each is topped by the revolutionary "Golden Plume", adding its gleaming elegance to the lighter. And each will be issued only in a limited edition which will never be repeated.

Designs shown: by Harold Sitterle, in precious porcelain; executed in Europe by world-famous Rosenthal Porcelain, 32.50 and 27.50, others from 20.00



ABOARD QUEEN ELIZABETH, QUEEN MOTHER SMILES THANKS FOR NEW YORK'S WELCOMING ROSES. BEHIND HER IS BRITISH AMBASSADOR SIR ROGER MAKINS

A Warm and Welcome Visitor

QUEEN MOTHER ARRIVES FOR SHOPPING, SIGHTSEEING AND A BIRTHDAY

To be guest of honor at the birthday of a college whose charter had been granted by her late husband's great-great-great-great-grandfather, Queen Mother Elizabeth of England came on a visit to New York City. Columbia University had invited her for its 200th anniversary, and the queen mother sailed over on the great liner named for her.

On the *Queen Elizabeth* she had disappointed the children because she was not wearing a crown. But in New York her warm smile and easy graciousness brought spontaneous cheers and applause from crowds that

gathered around her wherever she went. She went to the Metropolitan Museum of Art and staunchly walked through 44 galleries, expressing greatest interest in the Rembrandts. She went shopping and bought, among other things, a magnetic bottle-opener, a decanter with an automatic measure and a Scrabble set on a turntable. She went to the theater and saw *The Pajama Game*. Between the acts she had champagne with the cast and disclosed she knew all the tunes because her daughter, Princess Margaret, had played them over and over for weeks at Clarence House.

A TOURIST UP HIGH



tape it
and keep it
for life with a
WEBCOR
High-Fidelity
tape recorder

You'll get a tremendous thrill building a family album of sound! But the real fun comes when you play back those precious memories in 10, 15 or 50 years. It is then you'll be glad you recorded with a Webcor high-fidelity Tape Recorder. Every voice inflection, every sigh or song is caught and held by Webcor's superior fidelity magnetic recording heads.

And Webcor Recorders are famous for easy, foolproof operation. Take the 2020 Touch Button recorder shown above. A simple touch and you record... another touch and you're rewinding for playback. Record to two full hours on one reel of tape. And the 2020 records at two different speeds, too. Choose from handsome portables or richly grained table models.

Enjoy a thrilling Webcor tape recorder demonstration at your music dealer tomorrow.



Table Model

from \$169⁵⁰

Special Features: The 2020 recorder includes a new safety lock, automatic volume recording indicators, reel brakes, monitor control, sensitive ceramic microphone, special input-output for recording or playback through outside sound equipment.

Prices slightly higher west

WEBCOR
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SKYSCRAPER TRIP takes the queen mother up to observation tower of Empire State Building from which she gets close look at television antenna. She stands between William J. Keary (pointing), representing Empire State Building Corp., and Richard C. Patterson Jr., New York City's official greeter.

CONTINUED ON PAGE 141

Getting
cheers in
every bowl
because

BRIGGS

smokes
3 ways
better!

1. Friendly Natural Aroma
2. Mellow Tasting and Mild
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The best
tobacco
your pipe
can hold!

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TO OPEN PUSH UP
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WHEN A FELLER
NEEDS A FRIEND

Be a do-it-yourself Santa



PLANS FREE
for decorations,
toys and gifts

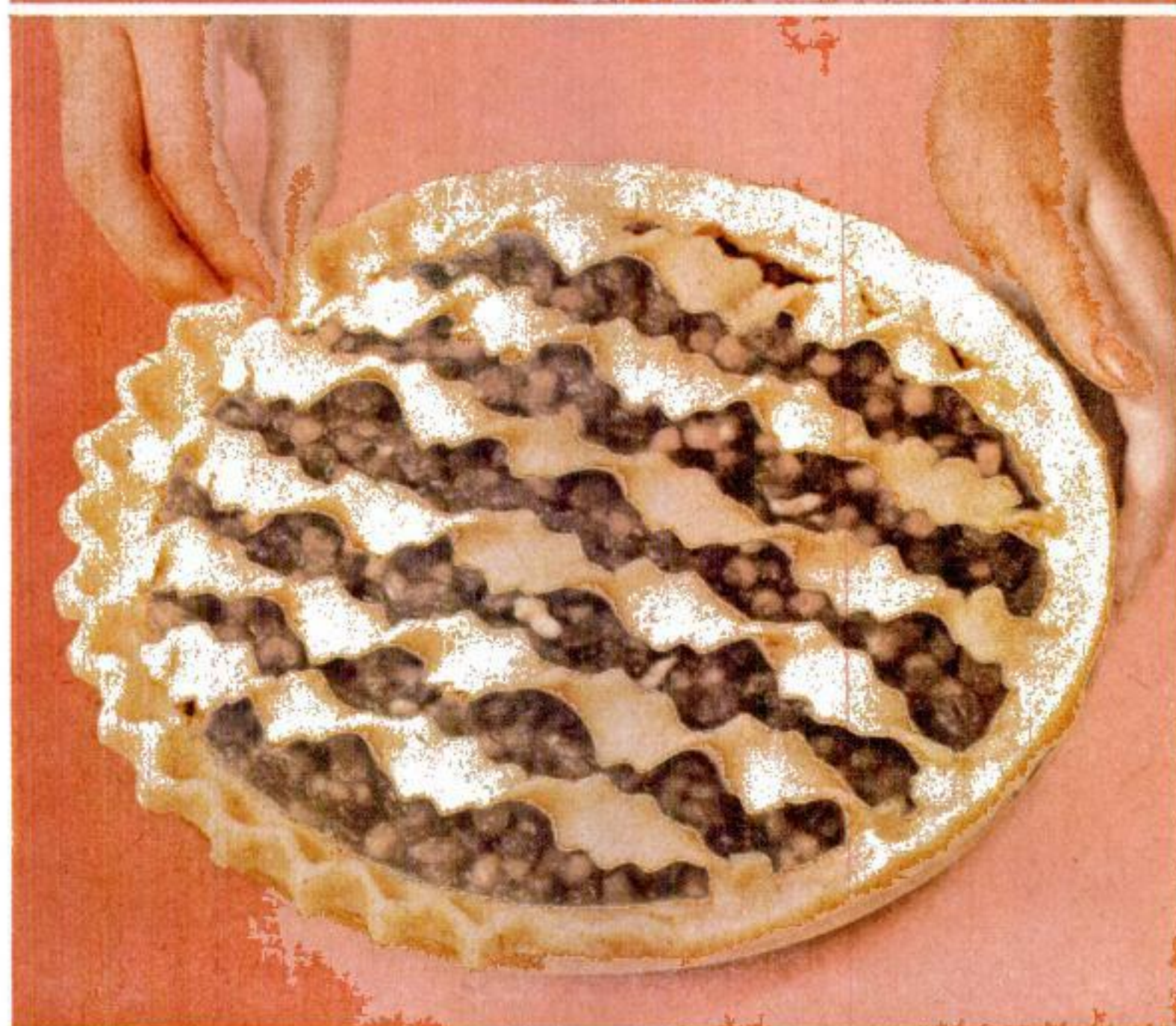
It's easy to make wonderful Christmas decorations, toys and gifts with inexpensive fir plywood. Two new free step-by-step plan folders:
1. ideas for lawn and roof decorations
2. ideas for toys and gift items. See your local lumber dealer, or write (specify which plan folder you want) Douglas Fir Plywood Association, Dept. C-11, Tacoma, Wash.

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RUST!**

3-IN-ONE, unlike most ordinary household oils, actually prevents rust. No wonder highly penetrating 3-IN-ONE outsells all other home lubricants!



"3-IN-ONE" OIL



Make your pie with None Such Mince Meat ...get Betty Crocker Pie Crust Mix **Free!***



Comes in two forms:
9 oz. Condensed, and
28 oz. Ready-To-Use.

Here's your luscious mince meat! A medley of plump apples, raisins, fruits and imported spices *all ready to use!*

Your pie is oven ready in minutes... just pour None Such into your pie shell and bake! And what a pie you'll turn out! For the 21 quality ingredients of this mince meat stay in perfect proportion *all the time!*

Use Ready-To-Use None Such, or Condensed None Such prepared according to directions on package.

***Free!** Full refund on Betty Crocker Pie Crust Mix when you send in package top, plus Borden Mince Meat package top, or label from 28 oz. jar. Mail to Department 750, 623 Marquette Ave., Minneapolis 2, Minn. Include name and address. Offer expires January 31, 1955.

Now's the time to try this remarkable pie dough! You can do more with it, because it's extra pliable, because it can take handling! You can **DO** more with Betty Crocker Pie Crust Mix



Hollywood's favorite
Lustre-Creme
Shampoo...



Cream or Lotion

Yes, Elizabeth Taylor uses Lustre-Creme Shampoo. It's the favorite beauty shampoo of 4 out of 5 top Hollywood movie stars!

It never dries your hair! Lustre-Creme Shampoo is blessed with lanolin . . . foams into instant, rich lather, even in hardest water . . . leaves hair wonderfully easy to manage.

It beautifies! For star-bright, satin-soft, fragrantly clean hair—without special after-rinses—choose the shampoo of America's most glamorous women. Use the favorite of Hollywood movie stars—Lustre-Creme Shampoo.

Never Dries— it Beautifies!



Elizabeth Taylor

co-starring in

THE LAST TIME I SAW PARIS

An M-G-M Production. Color by Technicolor.



DEEP CURTSY is executed by Mrs. J. W. Russell, wife of the head of British Information Services in New York. American women simply shook hands.



SHOPPING SPREE cost the queen mother more than \$500. Here at Saks Fifth Avenue she bought decorated cashmere sweaters for her daughters.

CONTINUED ON NEXT PAGE

Give more "Merry Christmas" for your money! The New **ANSCOFLEX CAMERA OUTFIT**



Includes the popular new Anscoflex, with smarter styling, more modern features than any other camera in its price range. Packed in attractive gift box with gray leather camera case and matching flash attachment, 6 flashbulbs and 3-roll Pak of Anso All-Weather Film. At leading dealers, only **\$24.95**

Also, the new Anscoflex II Camera Outfit, only **\$26.95**



The smart, two-tone gray and silver Anscoflex camera offers rugged metal-clad construction... brilliant "picture window" finder that shows all the picture clearly, actual size, before you shoot. Also double-element lens... self-erecting finder hood and lens shield... automatic double-exposure prevention... "watch-wind" film knob... dependable flash shutter. Makes 12 pictures 2 1/4 x 2 1/4" on 620 roll. Anscoflex only **\$15.95**

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TWO MORE BRILLIANT GIFT IDEAS FROM ANSCO

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\$9.45

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CAMERA OUTFIT



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ANSCO

Binghamton, N. Y. A Division of General Aniline & Film Corporation

"From Research to Reality."

REGAL FIGURE IN FOX



AT THE THEATER the queen mother wore a fluffy white fox stole, a diamond necklace and blue lace evening dress which glittered with silver threads. She sat in the second row. A middle-aged woman tourist from Cleveland sitting behind her leaned over and touched her "just so I could say that I had."

an Alligator makes sense

it's the
"coat you'll live in"

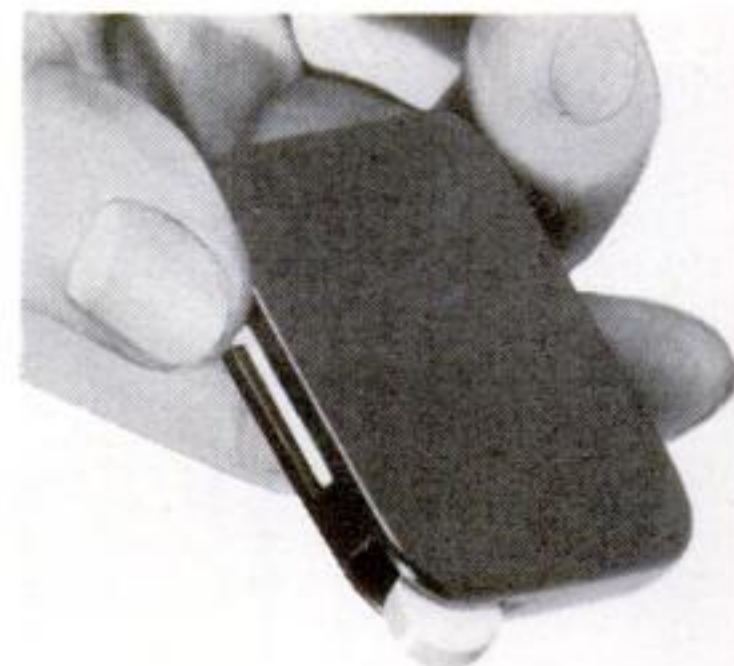


Millions of men know it makes sense to choose Alligator because it does a double job: keeps you looking your best while it keeps you dry and comfortable. Finest fabrics, smartly styled, expertly tailored. It makes sense to get an Alligator ... the coat you'll live in!

Coat shown: **Alligator Gold Label**
America's most wanted gabardine. Fine Australian wool worsted. Water repellent processed. **\$40.75**
Other Alligator Coats, water repellent or water-proof, from **\$8.50**



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FREE TRAK-PAK

with every bottle of 100

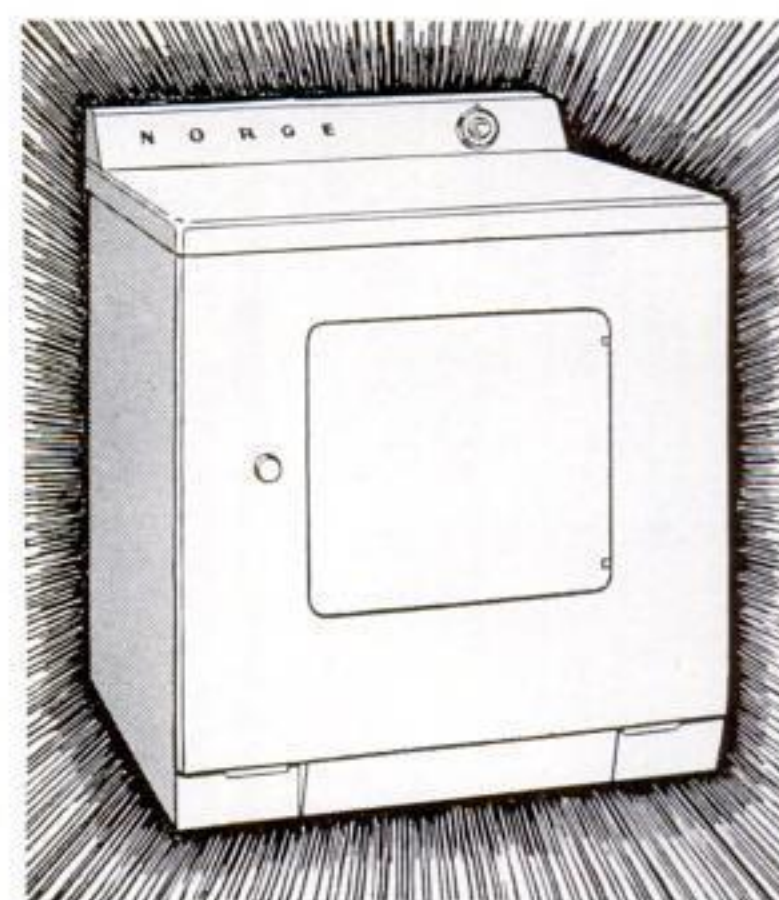
SQUIBB ASPIRIN

Handy new plastic TRAK-PAK, the perfect way to carry aspirin with you ... free with every bottle of 100 Squibb Aspirin. Look for this Squibb Special **AT YOUR DRUGSTORE**



FAST • PURE • SURE

At last—a dryer
everyone can own!



FULL-SIZED NORGE

Automatic Clothes Dryer

New 1955 model
plugs into any elec-
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Gown from the Hattie Carnegie Blue Room,
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....and it's a Keepsake!

Happy is the bride who wears a Keepsake Diamond Ring,
 for here is a diamond chosen with *quality* as the all-important consideration . . . a diamond whose
 fine quality will be reflected forever in its exceptional brilliance and beauty.

The name Keepsake appears in the rings of those whose love deserves the finest . . .
 for the center diamond of every Keepsake engagement ring is a *perfect gem*,
 regardless of carat weight or price.

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 and permanently registers your diamond ring.

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 include Federal tax. Rings enlarged to show details. ©Trade-mark registered.



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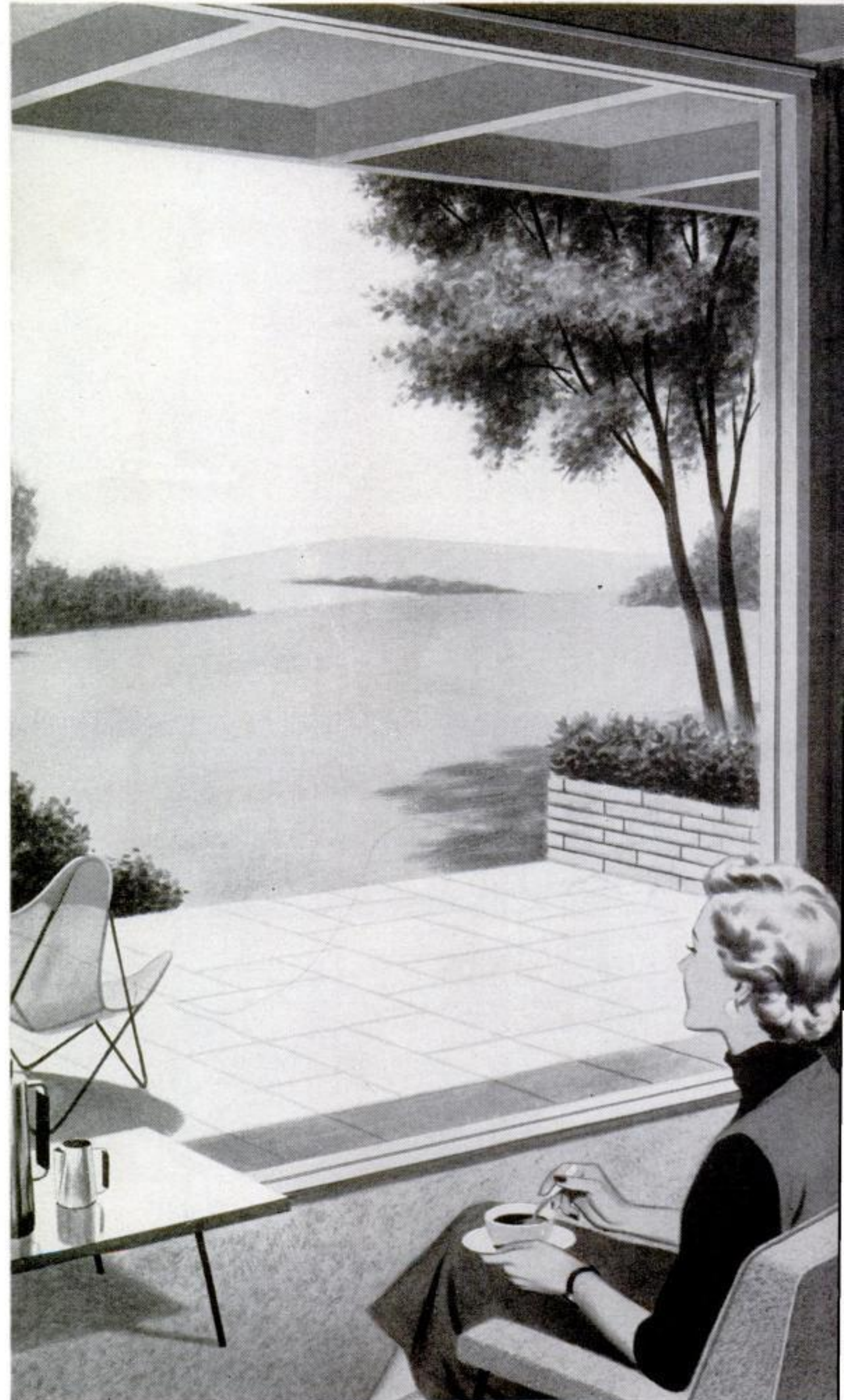
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PHONE WESTERN UNION'S "OPERATOR 25" FOR YOUR KEEPSAKE JEWELER'S NAME

Looking IN or OUT



LOOKING IN through the Parallel-O-Plate Glass in a store window, you hardly know the glass is there, so perfect is its parallelism.

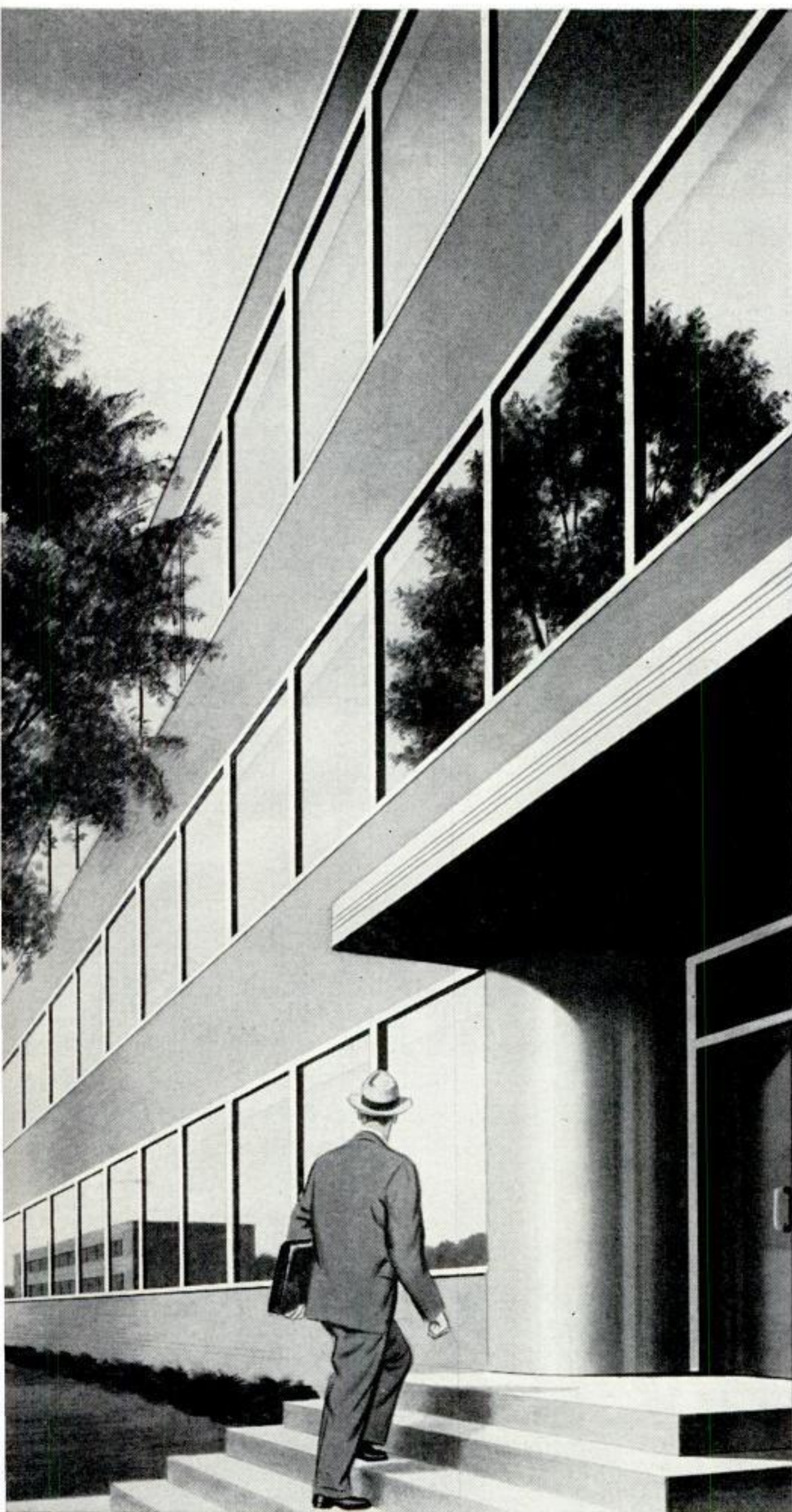


LOOKING OUT of a window wall of Parallel-O-Plate Glass, you see the scene as it actually *is*, in all its beauty. Parallelism is doubly important when your windows are *Thermopane*® — the double-paned insulating glass.



or AT

New L·O·F Parallel-O-Plate Glass is Amazing!



LOOKING AT windows of Parallel-O-Plate you see how important glass of true parallelism is to the architectural beauty of modern buildings.

It's the finest plate glass ever made in America . . . yet it costs no more than ordinary plate

Parallel-O-Plate is the *first* and *only* *twin-ground* plate glass made in America.

For 12 months, this L·O·F glass has been reserved solely for fine mirrors and military optical instruments.

Now it has been made available for *general* use.

It sets a whole new standard of performance for windows in stores, homes and offices.

New Libbey·Owens·Ford *twin-grinding* is the most advanced method of perfecting plate glass!

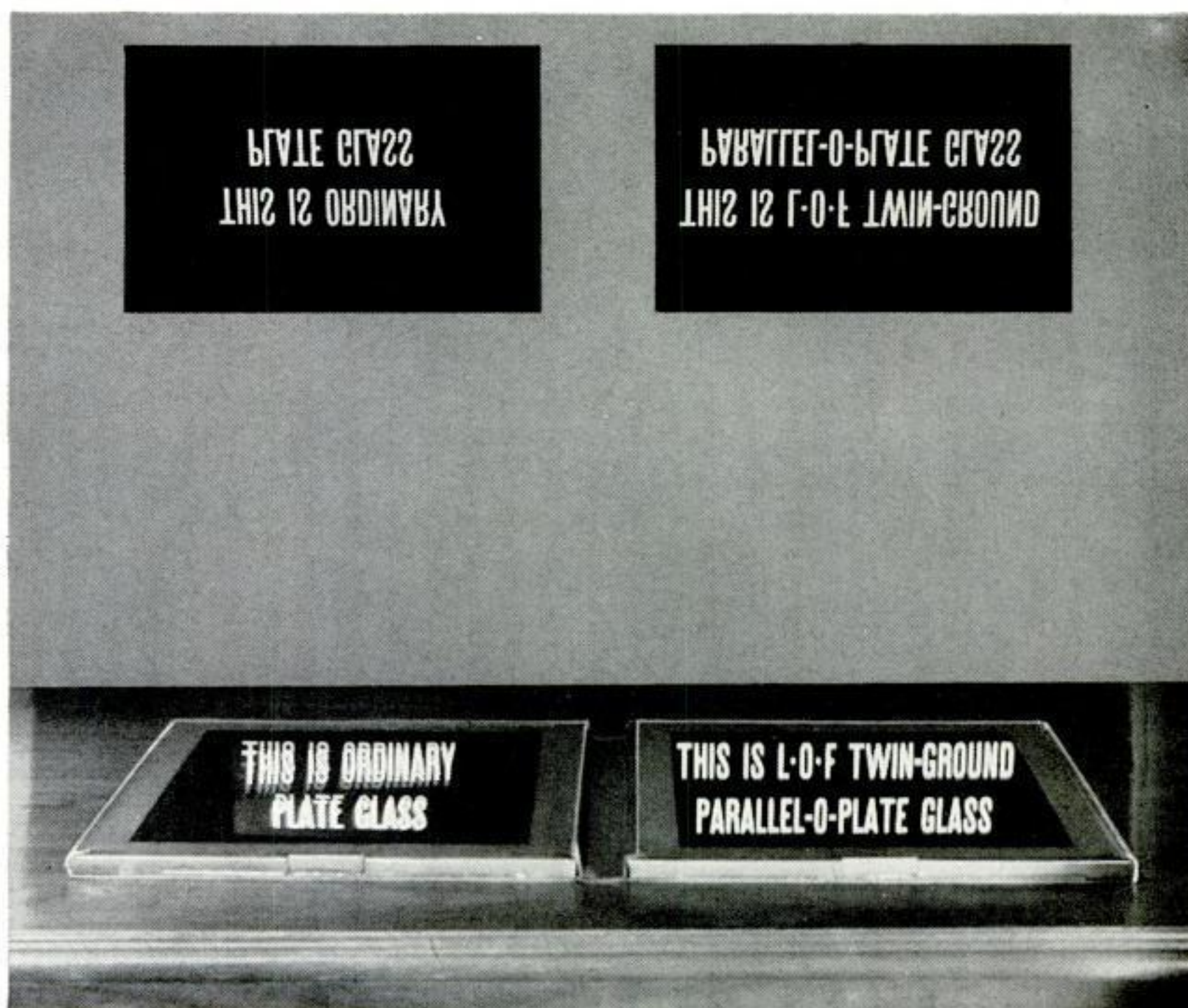
At L·O·F, a ribbon of plate glass 127" wide and a fifth of a mile long moves continuously through ingenious machines which grind both sides *simultaneously*!

What does this mean to you?

Most distortion in glass is caused by a *lack* of parallelism.

Twin-ground plate glass is the most perfectly parallel plate glass in the world!

Yet L·O·F Parallel-O-Plate costs *not one cent more*!



LOOK AT THIS COMPARISON between the reflections of the upside-down signs in the mirror of conventional plate glass (left) and the mirror of Parallel-O-Plate (right).

Parallel-O-Plate Glass

The finest plate glass in America...made only by **LIBBEY·OWENS·FORD**
a Great Name in Glass

LIBBEY·OWENS·FORD GLASS COMPANY • TOLEDO 3 • OHIO



"Lighting Engineers know that in viewing a bright television screen, it is important to provide Surround Lighting for greater eye comfort and restfulness."

Abe H. Feder

Abe H. Feder
Lighting Inventor and Designer,
Consultant on Lighting for the New York
Coliseum and other major projects

Only Sylvania TV brings you Surround Lighting with **HALOLIGHT[®]**

The Frame of Light That's Kinder to Your Eyes



The FAIRFAX 21" Table Model with HALOLIGHT. Front Oval Speaker, Super PHOTOPOWER Chassis, Silver Screen 85 Aluminized Picture Tube. In Mahogany Veneer or Blonde Korina.

Greatest Eye Comfort Feature in Television

OPTICAL EXPERTS agree that Surround Lighting is the true secret of eye comfort in watching a bright object. And only Sylvania applies Surround Lighting to Television with HALOLIGHT, the soft frame of restful light around the Sylvania screen.

HALOLIGHT reduces harsh contrast between the bright screen and surrounding darkness. Makes the picture look larger and clearer, too. The result is wonderfully restful and pleasing to your eyes. HALOLIGHT is a real "eye blessing" to children and adults in your family!

Saves Tube Wear...

Saves Service...Saves Current

This year Sylvania introduces Super PHOTOPOWER Television—a brilliant advance in TV design and efficiency. Sylvania's new Super PHOTOPOWER Chassis brings you remarkable savings in electricity, tube wear and service costs. It's the most fully automatic chassis in television—assuring marvelous Full-Depth pictures and dependable TV reception in your home. Visit your Sylvania TV Dealer—and see why Sylvania gives you *more* for your money.

**Remember...you always get more
for your money in Sylvania TV**

*More Picture Clarity • More Powerful Performance
More Genuine Economies*

Now the outstanding quality of Sylvania engineering, with more than 50 years' experience in lighting and electronics, comes to you in

21" MODELS PRICED **\$169⁹⁵**
AS LOW AS

Slightly higher West and South

Make this Eye Comfort Test



Now you can prove, *with your own eyes*, that HALOLIGHT is a truly marvelous eye comfort feature. Visit your nearest Sylvania TV Dealer and see the 60-second Eye Comfort Test. It will convince you that Sylvania TV with HALOLIGHT brings true restfulness to TV viewing.

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In CANADA: Television made by SYLVANIA ELECTRIC (CANADA) LTD., for NORTHERN ELECTRIC COMPANY LIMITED

A LINEMAN'S YEAR



MANHANDLER

Bruce Bosley (77), top tackle of West Virginia, defies Virginia Military line as he moves to break up pass play.

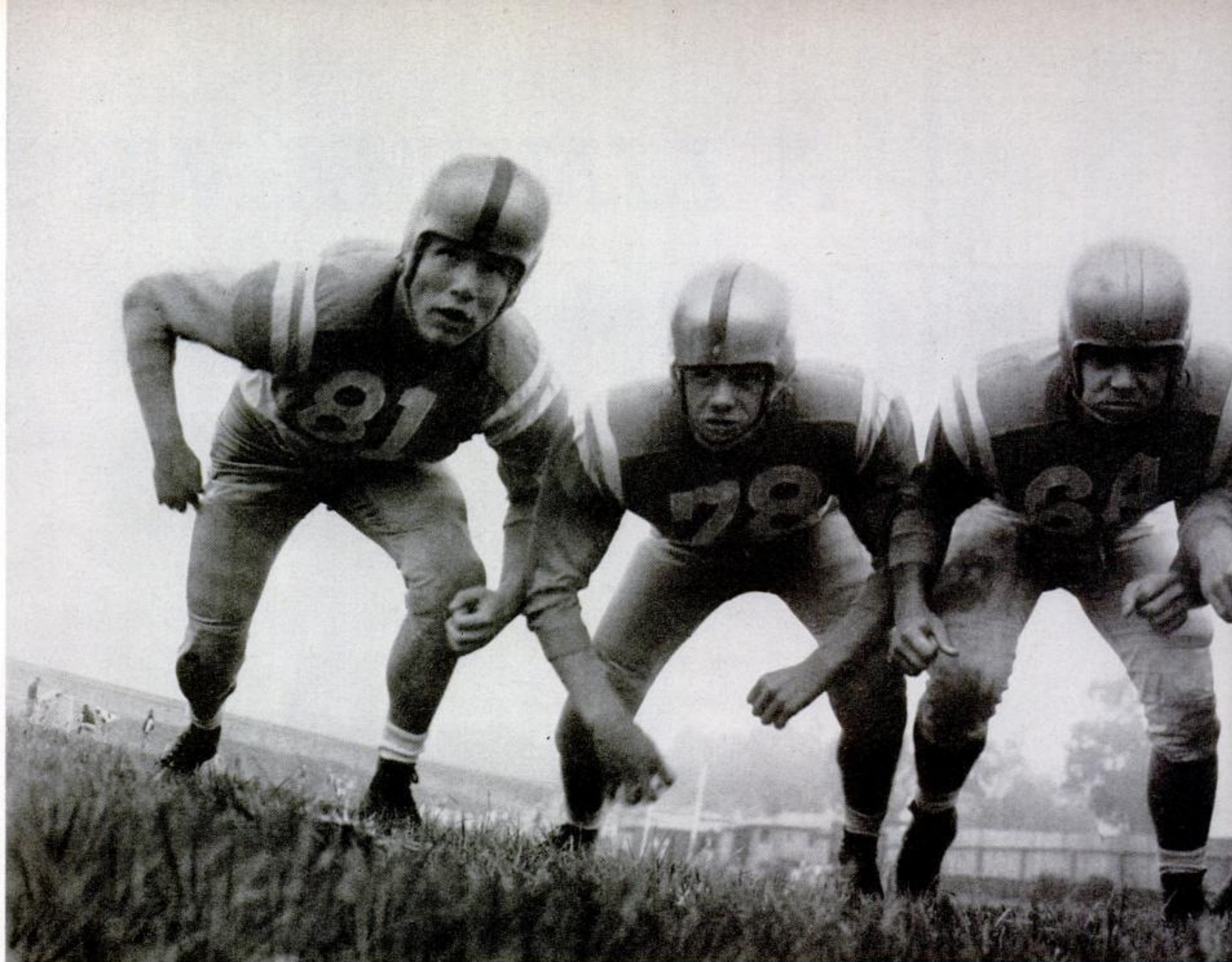
PERFORMANCE OF PLAYERS UP FRONT DOMINATES 1954 COLLEGE FOOTBALL

Coaches trying to remember when great lines had dominated college football as they do this season had to go back to the middle 1930s when Fordham's Seven Blocks of Granite and Pittsburgh's massive forward wall were supreme. Three top teams in the 1954 national ratings—Oklahoma, U.C.L.A. and Ohio State—were up there because of their lines. And West Virginia, with almost no backfield at all, managed to stay in the first 10 almost half the season by virtue of its iron-man line and its particular star, raw-boned Bruce Bosley (*above*).

Each of 1954's great lines is different. U.C.L.A. boasts

an impenetrable wall, Oklahoma a light, mobile "pony" line, Ohio State has depth. This sudden upswing in lineplay has been gratifying to coaches who point out that the line is the most essential part of a football machine. The great Knute Rockne proved it 30 years ago when, deciding to take his Four Horsemen down a peg, he put in a third-string line, then sat back in satisfaction and watched the famous four get smeared. This prompted the team's center, Adam Walsh, to make the classic summation of a lineman's contempt for backfield men: "They should pay to get in the stadium."

MASSIVE LINE of University of California at Los Angeles is composed of six seniors and a junior, all native Californians with average weight of 207 pounds. The starters, who played in the 1954 Rose Bowl game are (left to right): Bob Long, Joe Ray, Jim Salsbury, John Peterson, Sam Boghosian, Jack Ellena and Rommie Loudd.

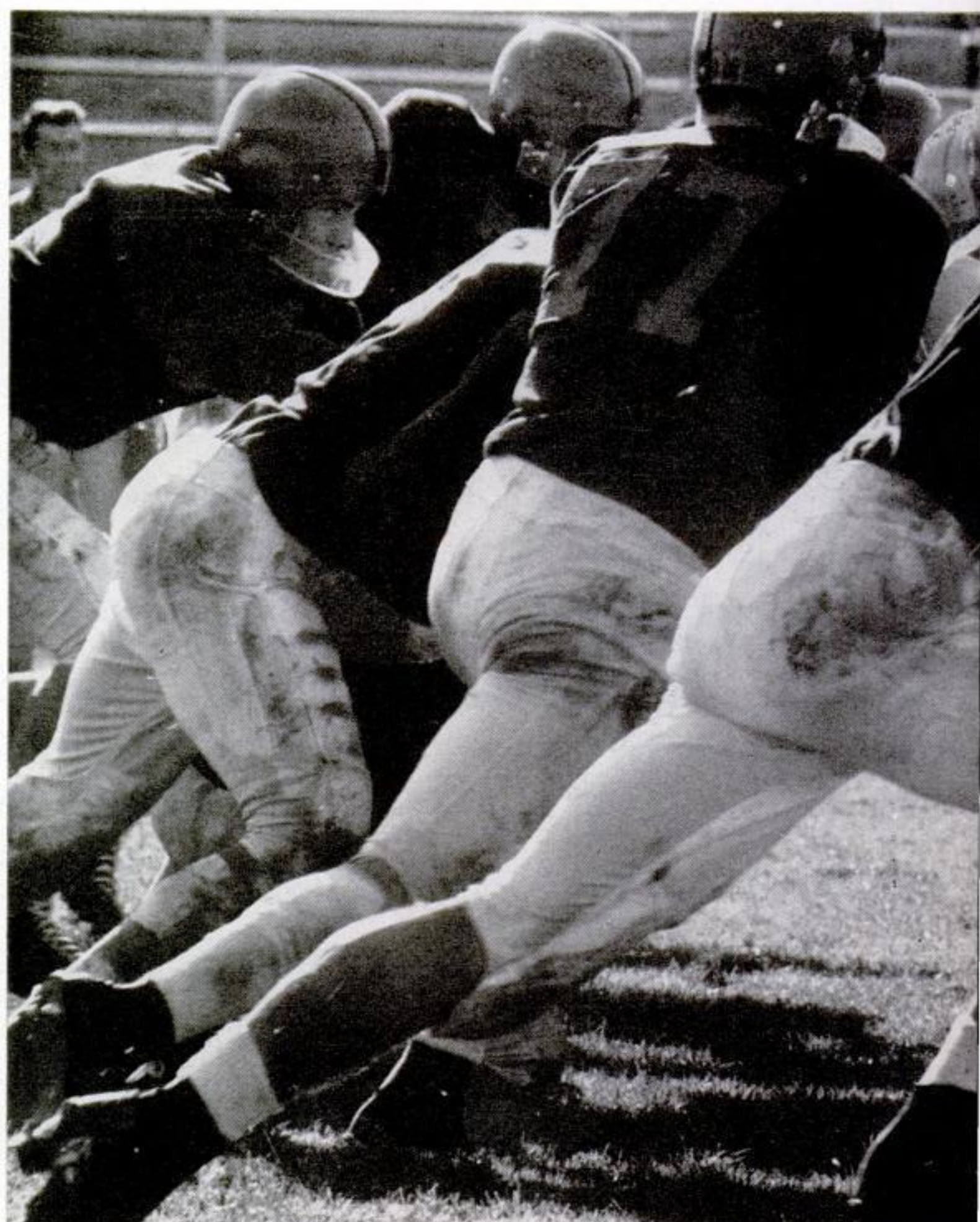


AN IMMOVABLE SEVEN AT U.C.L.A.

U.C.L.A. is a fine example of what a big, tough line can do for an average set of backs. With two capable men but not much else behind the line U.C.L.A. ball carriers nevertheless ran up the extraordinary average of 315 yards a game by rushing. The line is ideally suited to the power blocks and brute force required by the single-wing attack, and across the breadth of the line there was not a single weak player. Neither is there any standout, although Jack Ellena, the 223-pound tackle, is the likeliest All-America candidate. On defense the line has been so strong that U.C.L.A. has only once had to make a goal line stand this season. No opponent has got close enough on the ground to make one necessary. Against California last Saturday, U.C.L.A. line was at its best. The team won 27-6, allowing California a total of only 28 yards on the ground.



SOLIDITY of the U.C.L.A. line is demonstrated in this play photographed during the Oregon State



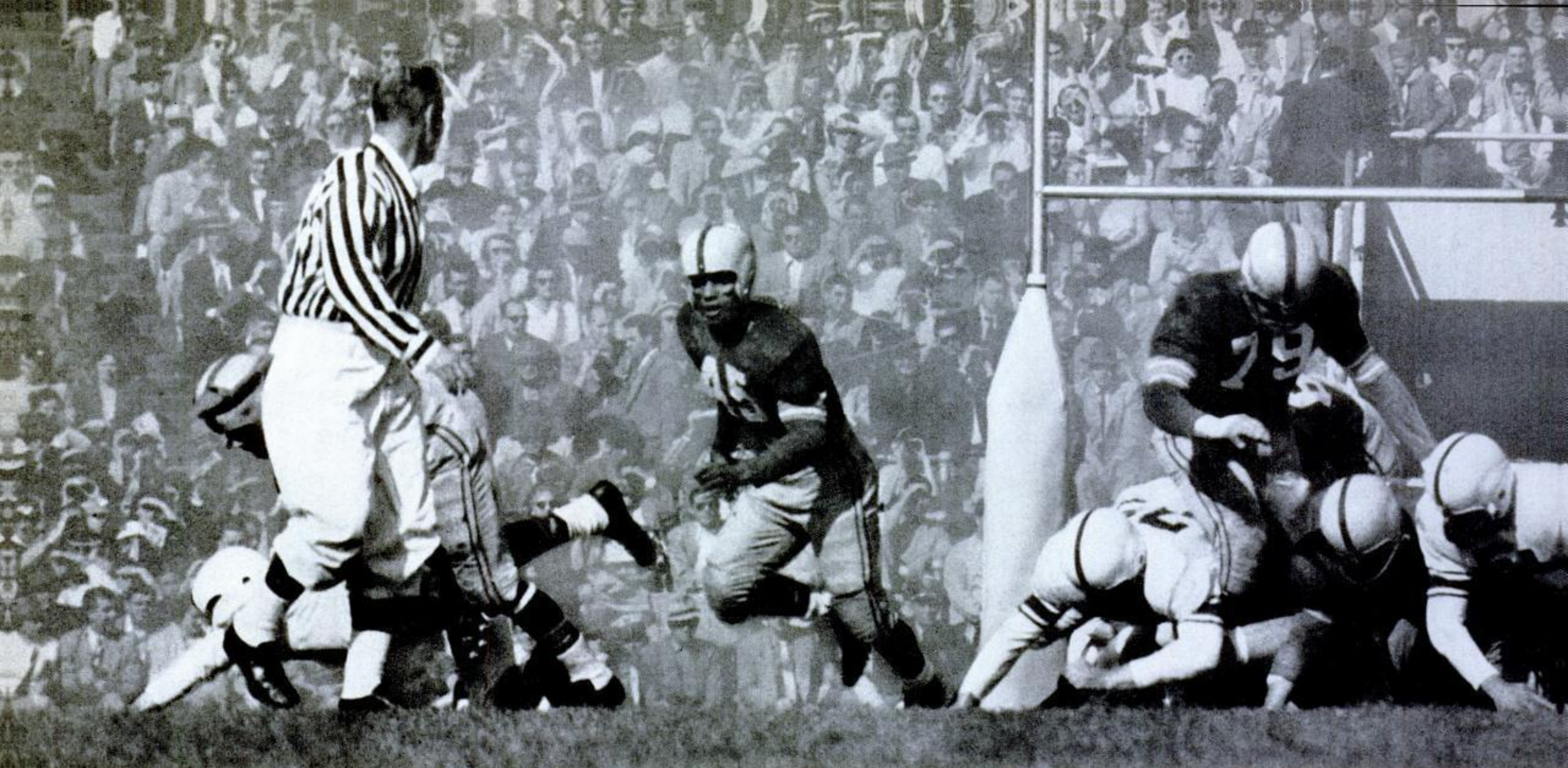
game. The teams line up (left) waiting for U.C.L.A. center to snap ball. As soon as he does, the Oregon

players lunge forward. A pass play having been called, U.C.L.A. linemen stand fast, stopping the



charge cold, giving their passer plenty of time to throw the ball. U.C.L.A. won game easily, 61-0.





PERFECT PERFORMANCE ON A KICKING PLAY IS DEMONSTRATED BY OHIO STATE LINE IN WISCONSIN GAME. AFTER STOPPING CHARGE OF WISCONSIN LINE



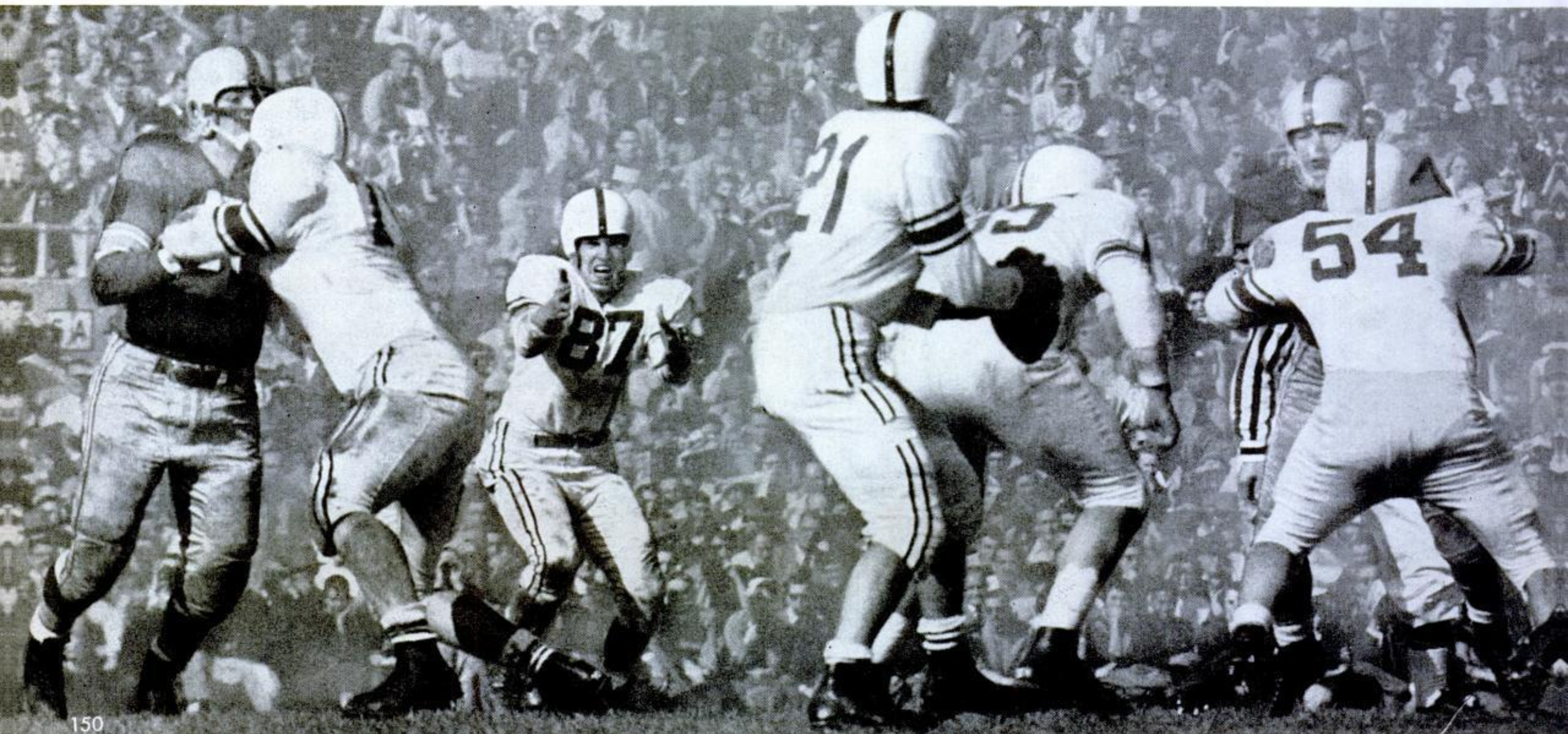
OKLAHOMA'S LINE is made up of (from left) Max Boydston, Ed Gray, Cecil Morris, Kurt Burris,

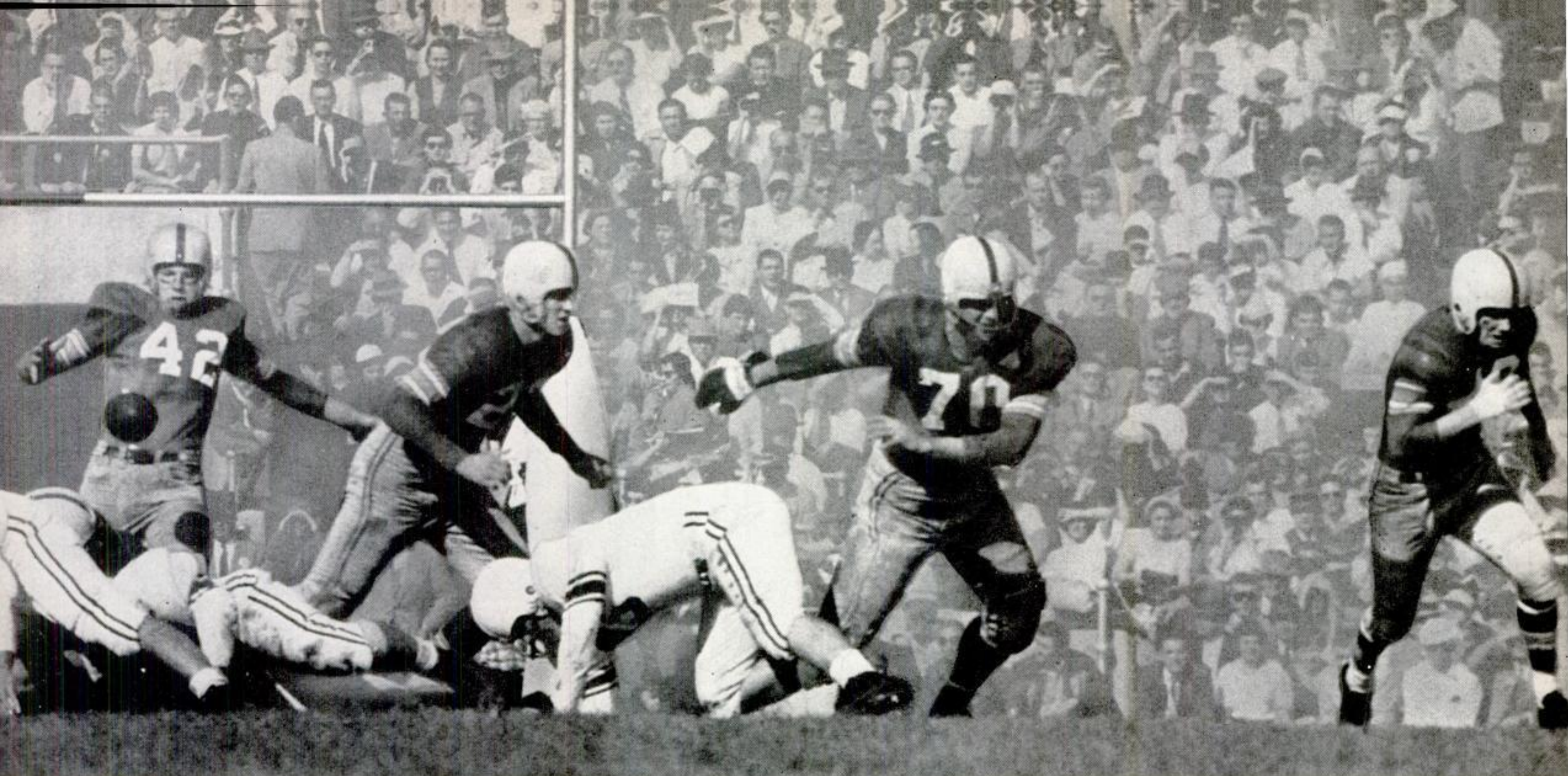
Bo Bolinger, Cal Woodworth, Joe Mobra. Center Burris and end Boydston are the outstanding men.

POWER AND

In the Midwest good lines are so common each game has seemed to be an example of an irresistible force meeting an immovable object. The game between Wisconsin and Ohio State in the Big Ten was such a battle of lines. The Badgers, undefeated at the time, had held Michigan State to an incredible net of eight yards on the ground. Ohio State had a line that boasted speed, reserves and size: left guard Jim Parker weighs 248 pounds and left tackle Don Swartz 238. For most of the game (above) both lines gave outstanding performances. But Ohio State had the advantage of depth. In the

PERFECT PROTECTION FOR PASSER—EVERY LINEMAN COMPLETELY CHECKING HIS OPPOSITE NUMBER—LETS WISCONSIN'S QUARTERBACK JIM MILLER (21)





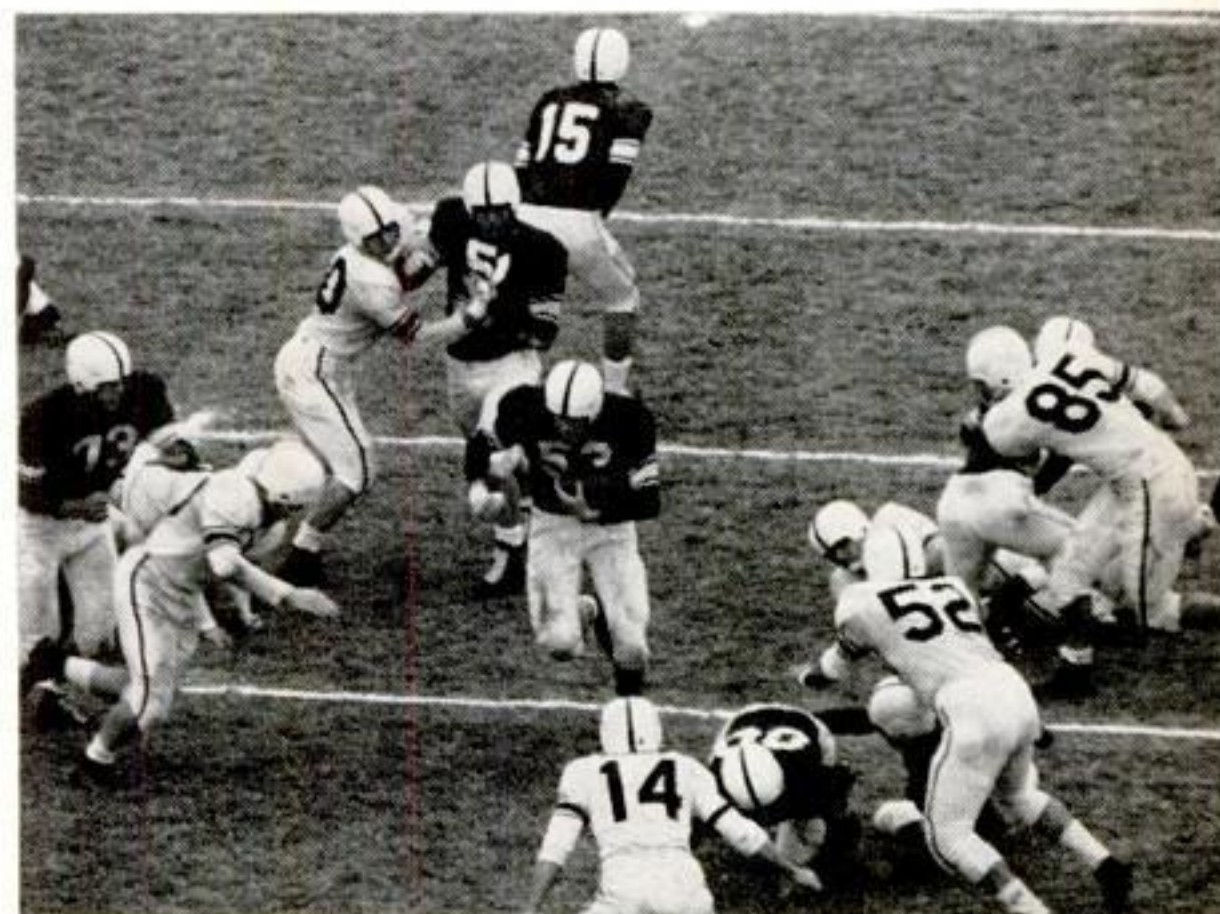
GIVING FULLBACK HUBERT BOBO (42) PLENTY OF TIME TO GET OFF HIS KICK, THE LINEMEN RUSH DOWNFIELD TO TACKLE WHOEVER CATCHES THE BALL

SPEED IN THE MIDWEST

last quarter, with Wisconsin worn down, Ohio State was able to score three touchdowns and win 31-14. Again last week, at the end of three quarters, Northwestern held Ohio State to a 7-7 tie. Ohio State made its winning touchdown in the last quarter and remained the only unbeaten and untied team in the Big Ten.

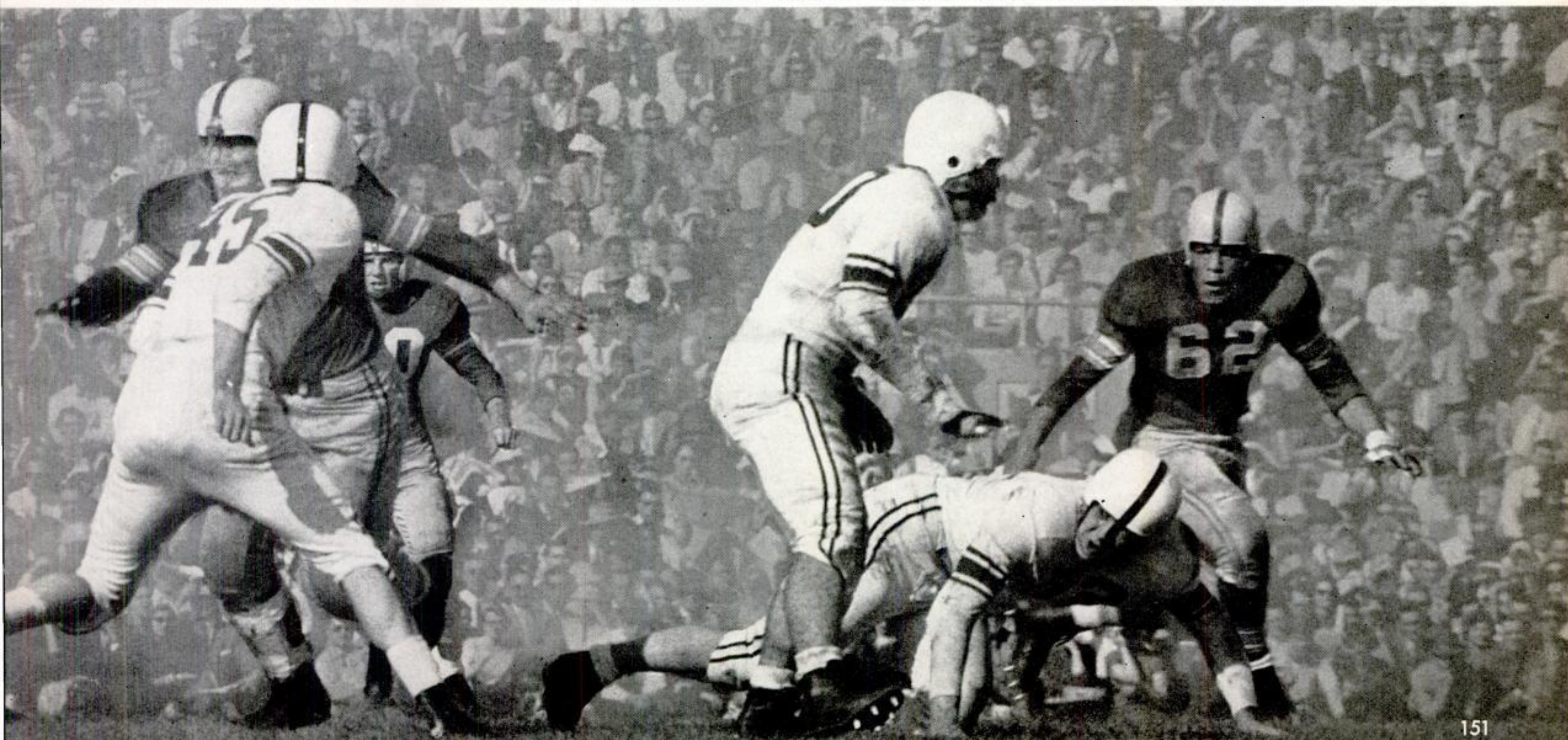
At Oklahoma, Coach Bud Wilkinson had an unorthodox approach toward developing linemen. "We try to use linemen so that each one is a quarterback unto himself. This does something for a lineman's morale, makes a better and far more dangerous player out of him." As a

result he has alert, fast-thinking, quick-moving men equipped to make snap decisions. Wilkinson insists that his team play for first downs instead of for touchdowns and in Oklahoma's split T attack uses brush blocks to gain quicker openings. On defense his players never charge wildly. They hold their ground, figure out the play, then go after the ball carrier. Having beaten Colorado by a score of 13-6 last Saturday, Oklahoma was undefeated. Its line had allowed its opponents the puny average of 86 yards a game on the ground while on offense Oklahoma had gained nearly 300 a game on the ground.



GAPING HOLE, opened in Kansas State line by Oklahoma linemen gives fullback 10-yard advance.

THROW UNMOLESTED IN OHIO STATE GAME TO LEFT END RON LOCKLIN (87). WITH SUCH GUARDING, WISCONSIN WAS ABLE TO COMPLETE 22 OF 36 PASSES



GENTLE EX-LAX HELPS YOUR CHILD TOWARD HER NORMAL REGULARITY



AT BEDTIME give your child America's best-tasting laxative—chocolated EX-LAX. There will be no fuss because it's so pleasant to take.



IN THE MORNING she'll get gentle relief—the closest thing to *natural action*. No upset, no griping, no embarrassing urgency.

NEXT DAY—EX-LAX will continue to help your child toward her *normal regularity*. She'll hardly ever have to take EX-LAX again the next night!

**Buy The New 65¢ Size—
Save As Much As 37¢**

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30¢ and 12¢ sizes

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THE CHOCOLATED LAXATIVE

MORE PEOPLE USE EX-LAX THAN ANY OTHER LAXATIVE

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AMAZING HOSPITAL-APPROVED Deodorant NOW AVAILABLE FOR HOME USE



30-DAY
SUPPLY IN EACH
1/4 OZ. BOTTLE
59¢



At last YOU can have BIG D Deodorant—the concentrated odor-killer that is used and approved by nurses to neutralize "hospital smell!" BIG D is completely effective as a household deodorant—eliminates unwanted odors quick as a flash! Two tiny drops are enough to deodorize a garbage can . . . and uncapped, the 1/4-oz. "hide-away" bottle will keep an average room fresh and odorless for an entire month. Get BIG D Household Deodorant TODAY!

**DOUBLE-YOUR-
MONEY-BACK
GUARANTEE!**

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**BIG
D
DEODORANT**

AT GROCERY, DRUG,
DEPARTMENT AND
HARDWARE STORES

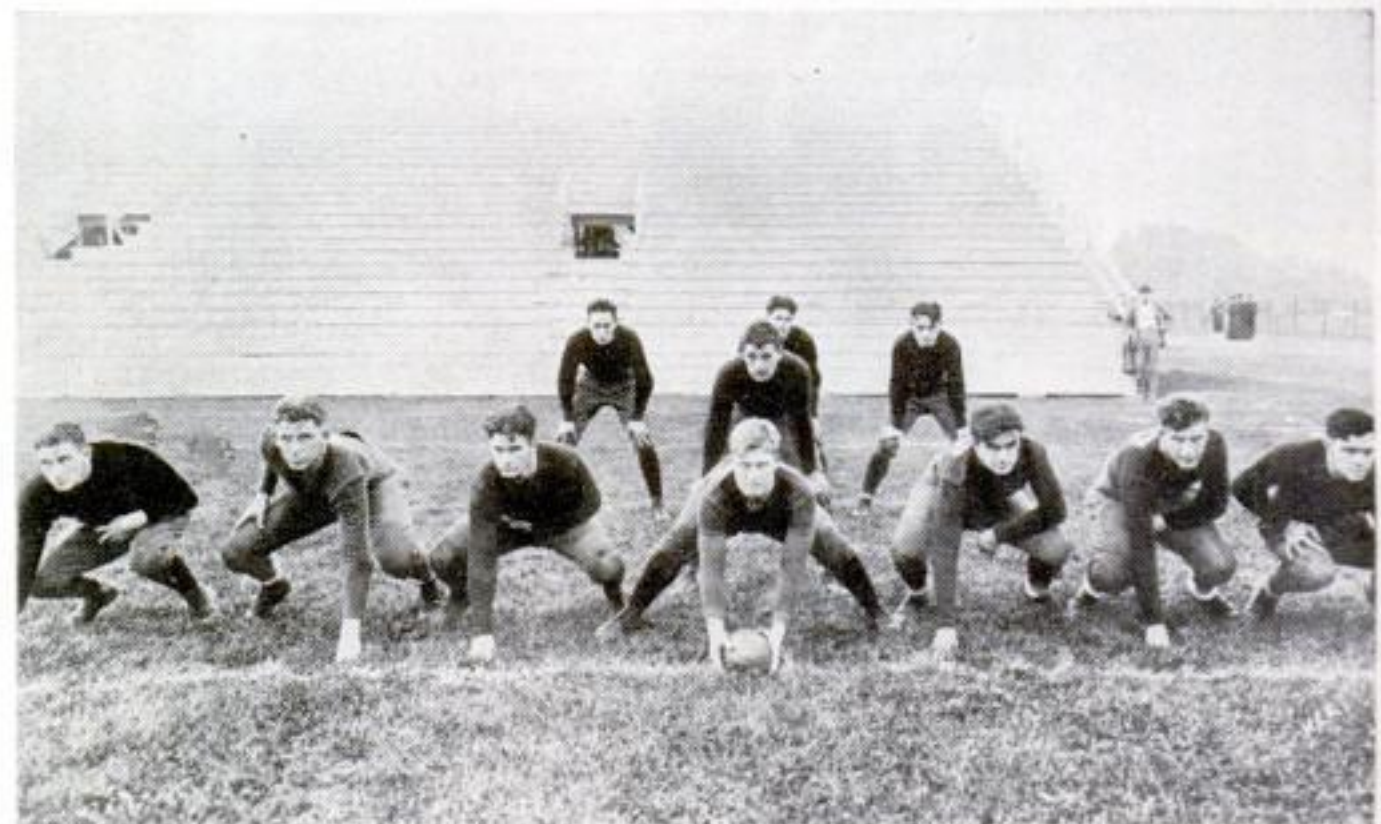
BIG D THE "GIANT" ODOR-KILLER
IN THE TINY HIDEAWAY BOTTLE

LINEMAN'S YEAR CONTINUED

HISTORIC LINES



YALE 1888 was led by guard "Pudge" Heffelfinger (top row, center). Team went undefeated in 13 games, scored 698 points, held its opponents scoreless.



NOTRE DAME 1924 matched its celebrated backfield known as the Four Horsemen with a celebrated and stubborn line nicknamed the Seven Mules.



FORDHAM 1936 boasted a line so impenetrable that the seven players, led by center Alex Wojciechowicz, became known as the Seven Blocks of Granite.



PITTSBURGH 1936 had a line to match Fordham's. In 1935, 1936 and 1937, Pitt met Fordham three times and all three games ended in scoreless ties.

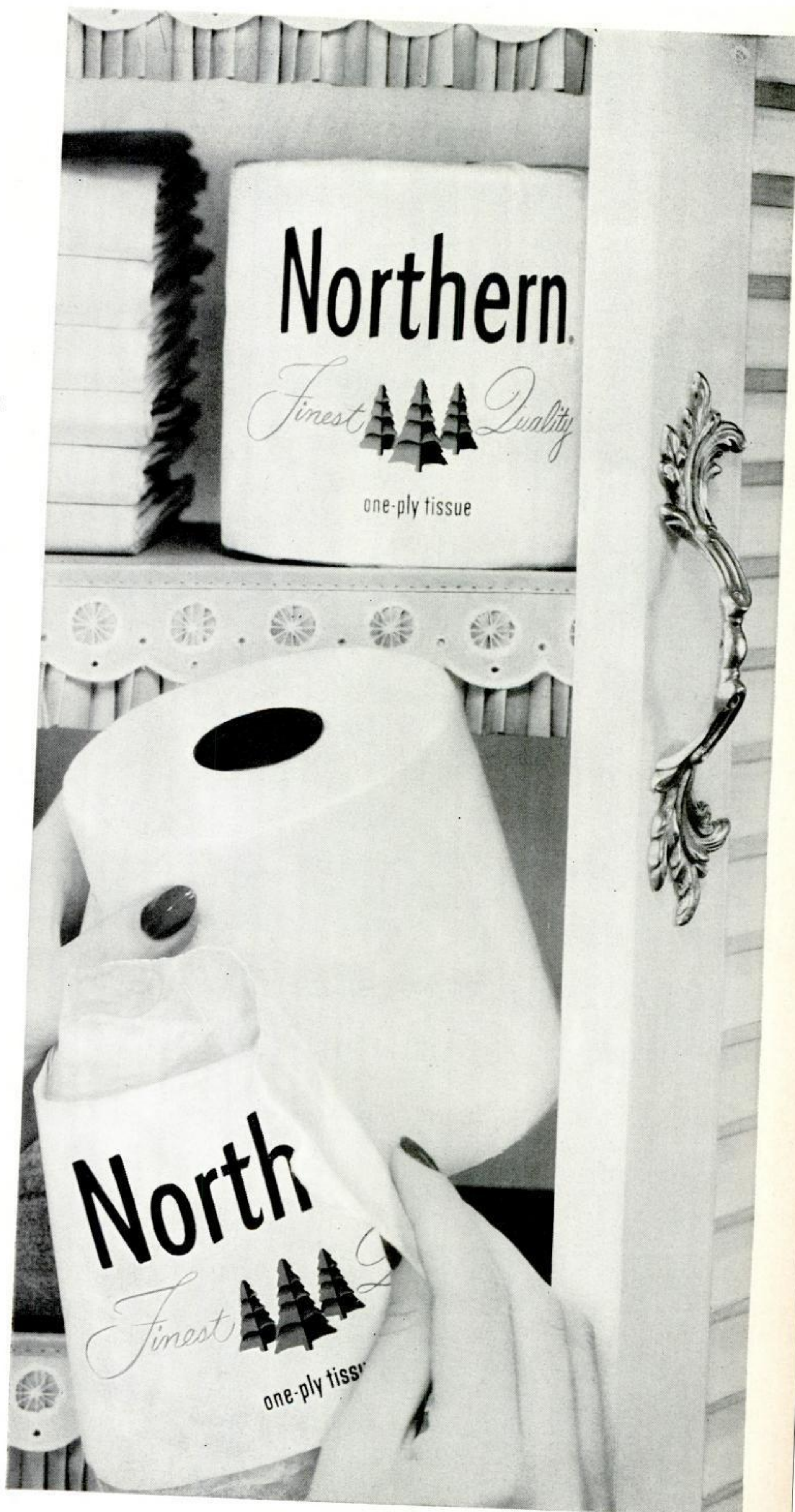
If you haven't yet
tried new Northern
Tissue, may we
remind you again:

1

Nobody has ever offered
you a single sheet
tissue this soft before!

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Nobody has ever
offered you this much
softness for the money!



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Try it, won't you? Now in four new pastel colors, as well as snowy white!

NOW! FOR THE 2 IN 5 WHO PERSPIRE FREELY



**New Mum Mist spray deodorant gives extra protection:
Stops perspiration instantly ~ Prevents odor all day!**

Now, from the makers of famous Mum Cream, comes amazing new Mum Mist, the misty spray deodorant for people who really perspire freely!

Mum Mist gives you the extra protection of new antiseptic Hexachlorophene. So effective it kills odor-causing germs on contact. Yet so gentle you can use it right after shaving. Mum Mist is completely safe for normal skin and will not damage delicate fabrics.

Here's Deodorant Protection You Can Rely On!

No matter how active you are, or how freely you perspire, new Mum Mist gives you the protection you want, plus the safety you need. And Mum Mist is delightful to use! It dries fast. It won't drip or run. One misty spray covers the entire "odor zone" with an invisible barrier of defense against odor. Use as needed. For deodorant protection that acts fast and lasts long — get new Mum Mist!

WON'T DRIP, WON'T RUN

Get extra protection
at no extra cost!

LARGE SIZE

59¢

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MIST**
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By The Makers of Famous MUM Cream Deodorant



ONUOHA AND TWO FARMERS APPRAISE EACH OTHER ON A HILLTOP. BOTH ULRICH HEIM, 74 (CENTER), AND JOHN A. CATE, 79, ARE SPANISH-AMERICAN WAR VETERANS

Onuoha and the Good People

AN ALL-WHITE, ALL-PROTESTANT COMMUNITY IN TENNESSEE
HOLDS OUT ITS HAND TO A NEGRO CATHOLIC FROM NIGERIA

by ROBERT WALLACE

SURPRISINGLY, there were about 50 people on hand to meet the plane at Knoxville. It was an unearthly hour, 3 o'clock in the morning on Oct. 2. A terrific rainstorm had just flailed across the countryside, beating flat the drought-browned grass. And the airport is inaccessible, a long way out of town. But still the people were there. Some of them of course were passengers for points still farther south, Birmingham or New Orleans. Among these was a man who had fought a professional wrestling match in Knoxville earlier that night, a short man with incredibly wide shoulders and curly black hair that spilled over his coat collar and part way down his back. His name was Baron Michele Leone and according to his TV billing he was junior heavyweight champion of the world. There were a half-dozen photographers and reporters in the crowd, stationed around the gate where Baron Leone would board the plane.

In the four-engined airliner there were 37 people, 36 of whom were white. They began to disembark, some to remain in Knoxville and others simply to stretch their legs for a few minutes. The young colored man stood aside, quietly watching the whites file past him, out the door and down the aluminum staircase. These passengers, and the others who were waiting on the ground to get on board, glanced curiously at the photographers and reporters. After a while they spotted Leone and recognized him, having seen him many times on television,

and put two and two together. Must be here to take Leone's picture. Must be, when he gets on the plane.

Finally everyone had left the plane except the young colored man. He came out and stood blinking at the top of the aluminum staircase in the glare of two big floodlights that had been turned on by a television cameraman. The photographers simultaneously raised their cameras and started banging away at him.

"Well, what the hell?" somebody said. "Who's that nigger?"

The young colored man was named Geoffrey Baba Ie Onuoha. He was not merely a little bit colored; he was absolutely black, almost iridescent. He had just completed a 7,500-mile journey by air from Lagos, Nigeria, British West Africa. He was 22 years old and a Catholic. He was headed for a rural community about 30 miles north of Knoxville where no Catholic lived and where the last Negro resident had been a slave who died shortly after the War between the States.

There were a dozen white people waiting to greet Onuoha. None had ever seen him before and none could pronounce his name. (A close approximation is On'-new-ah.) These were country people, up many hours past their bedtime and a long way from home. One of them, a quiet, thoughtful 40-year-old man named John Miller Clark, had brought his wife and three sons. The youngest was 7 and could scarcely keep his eyes open. Among the others were a

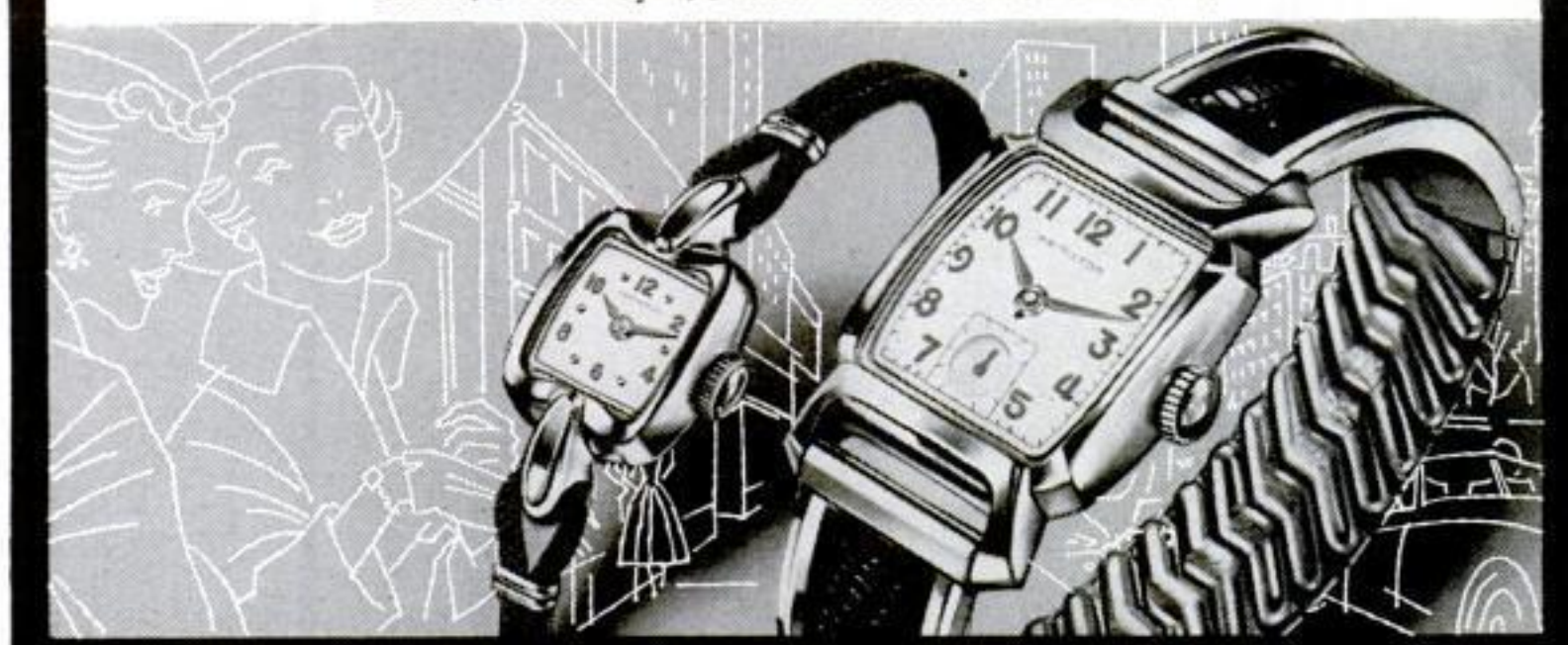
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FIRST LOOK AT TV for Onuoha was World Series, which he saw in the home of John Miller Clark (left). Occasionally he would murmur, "Fantastic."

Nigerian in Tennessee CONTINUED

schoolteacher, Mrs. Clint Cockrum, and a tall 25-year-old Methodist minister named Bob Powers, sick and uncomfortable with a heavy cold he had caught while going about his duties in the hills on a motor scooter. They all shook hands with Onuoha. After a while two of the boys picked up Onuoha's suitcases and carried them to a waiting automobile. "Look," one of the photographers said. "Just look at that." Onuoha got into the car with the Clarks; he would sleep that night in their house.

Cherokee, Tenn. cannot be found on most maps because it is not a town. It is only a place, an area of about 8 square miles in Grainger County inhabited by 143 families numbering 620 people. People who live in Cherokee have their mail addressed to Rutledge, Tenn., population 750. The nearest town of any size is Jefferson City, population 3,500. The people are mostly of English, Irish and Scotch descent; among the names on the mailboxes are Bridgewater, Roach, Wright, Combs, Hicks, Needham, Whitt, Greenlee, Keeney, Gray, Byrd, McDaniel and Duck. There are a few whose ancestors were Swiss, named Heim. Almost three quarters of them are Baptists; the rest are Methodists. Half are full-time farmers. A whopping big farm in Cherokee is 200 acres; most are 15 or 20. The money crop is Burley tobacco, which is grown in one- and two-acre plots and is a real backbreaker—"You worry about it 13 months a year." Those who are not full-time farmers work for the Tennessee Valley Authority or in a rayon mill several miles away or in the local zinc mines, doing some farming on the side.

The land is not mountainous, but hilly, and the earth is red. The topsoil was once a lot deeper than it now is. Here and there it has washed completely off the hills, exposing bare ribs of whitish rock, but in recent years erosion has been largely checked. The most important object in the neighborhood is the Cherokee Dam on the Holston River, a small one compared to the huge Norris or Kentucky dams but still a substantial unit in the TVA network. It was because of the dam, or rather because of TVA, that Onuoha came to Cherokee.

In 1952 the U.S. Information Service, then a subdivision of the State Department, published a pamphlet called *TVA, The Rebirth of a River Valley*, which was distributed in various languages around the world. Part of it concerned Cherokee, which was singled out as a typical community in the TVA region. At the time John Miller Clark was chairman of the Community Improvement Program, and he and his neighbors were pleased to see his name mentioned in the pamphlet. So, it turned out, was Geoffrey B. I. Onuoha, into whose hands a copy of the pamphlet fell a year ago.

September 23, 1953

MR. JOHN MILLER CLARK
CHEROKEE COMMUNITY
TENNESSEE, U.S.A.
Dear Sir:

In reading through one of the American pamphlets, I was highly impressed with the amount of community developments to which the pamphlet attributes to your untiring efforts. I have always been an admirer of such personalities who contribute to community progress.

As I know the amount of task such benevolent works entail, I have no doubt that you are always occupied with such work. I hope that you will not take offense if I ask you to get for me

CONTINUED ON PAGE 159

Smoother going down

Switch to the flavor-rich
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Try this new tastier
LESS-FILLING
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It's a flavorful short hi-ball, made by pouring a generous jigger of Calvert Reserve over two ice cubes—with just a splash of mixer.

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- Handsome as a gift...order now for the holidays.

MAIL THIS COUPON TODAY!

PLEASE SEND ME _____ sets of 4 Calvert "Lo-Ball" glasses and recipe folder. I enclose \$_____ to cover cost of glasses and mailing. (Enclose \$1.00 for each set. Limit of 3 sets.)

My initial, to be hand-carved on glasses, is _____
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City _____ State _____

Mail to Calvert, Box 5068-H, Chicago, Ill.

(Offer void if taxed, prohibited, or otherwise restricted by state or municipal laws. Limited to U.S.A., its territories and possessions. Delivery of glasses takes about four weeks. Offer expires May 31, 1955.)



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WITH THE CLARKS at dinner Onuoha hears grace said by John Miller Jr., 7 (second from right). Other boys are Kermit, 13 (left), and Thomas, 15.

Nigerian in Tennessee CONTINUED

a young Tennessean—boy or girl—as a pen-friend. I am a young Nigerian of 22 who is very much interested in exchange of views. I am especially interested in Americans, especially in Tennessee—my favorite record being one record called *Tennessee Blues*.

I am a new Secondary School leaver. . . . I shall write more in detail when I receive the reply and I cherish the hope that I shall be favored with an early response,

With fondest love from,

Yours faithfully,
GEOFFREY B. I. ONUOHA,
6 SPENCER STREET,
YABA ESTATE, LAGOS, NIGERIA

Mr. Clark, who figured out that a new secondary school leaver was a recent high school graduate, favored Onuoha with an early response. Mr. Clark also got Onuoha not one but several pen-friends, including his oldest son Tom, his sister, Mrs. Clint Cockrum the schoolteacher, and a neighbor's daughter, Joan Heim. Thereupon began a brisk correspondence in which it emerged that Onuoha was a clerk in a postal telegraph office in Lagos, that he had been educated in a Catholic school, that his father was a poor village farmer who had had very little education, and that Onuoha himself was anxious to go to college but lacked money. "I am a little older than you are, Joan," Onuoha wrote to Miss Heim, "and I shall be 22 on Dec. 24 this year (1953). I am 5 feet 6 inches tall. I am dark in complexion with black hair. I have three brothers and a sister and my mother is still young. I am the first of my parents' five children. The second, by name Polycarp, is in a technical school, the third, Ferdinand, is in the elementary school, the fourth, Caroline, the only girl, has just started school while the youngest, Lambert, is with my mother at home."

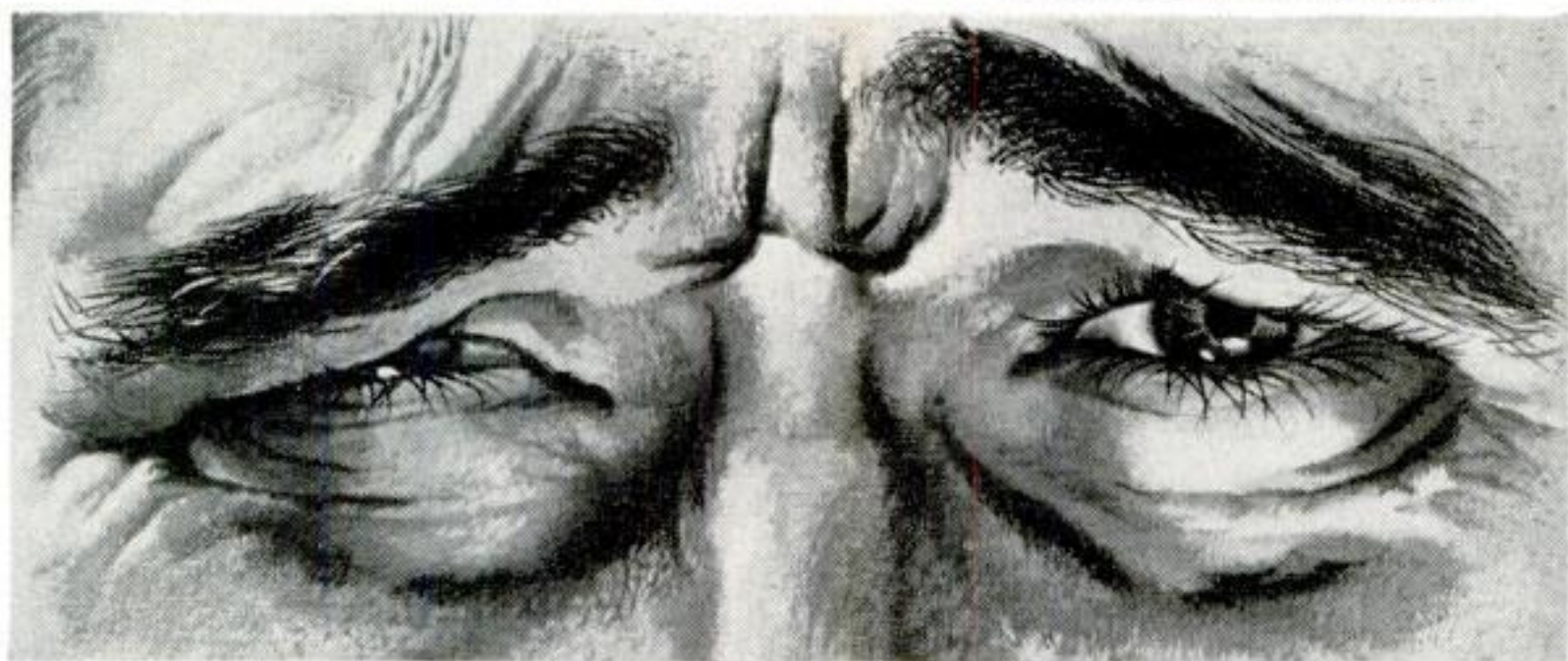
Almost immediately Onuoha made it known that he would like to come to the U.S. for an education. Last Dec. 26 he wrote to the Clark family, saying, "I hope that you all had the best of the Christmas enjoyment during the period. On the Christmas Eve I attended a party where there was a luxurious service of delicate foods and drinks. On the Christmas day dances and merriments

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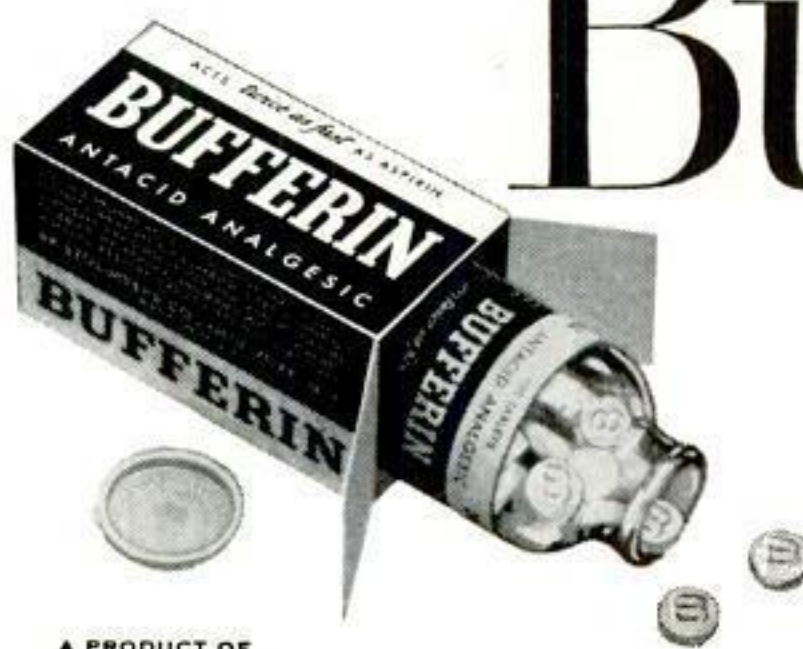
WITH MRS. COCKRUM, the schoolteacher, one of the leaders in arranging for Onuoha to come to Tennessee, Onuoha chats shyly on first day in the U.S.

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Get the genuine Dr. Scholl's CLORO-VENT Foam Insoles. They are treated with active Chlorophyll—not just green tinted. This modern miracle of foot ease costs only 70¢ pair. Don't accept a substitute. Look for the name "Dr. Scholl's". At Drug, Shoe, Department, 5-10¢ Stores and Dr. Scholl's Foot Comfort® Shops.



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to keep your feet dry

Dr. Scholl's CLORO-VENT Foam Insoles

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from BATHTUBS-SINKS-bottoms of COPPER POTS
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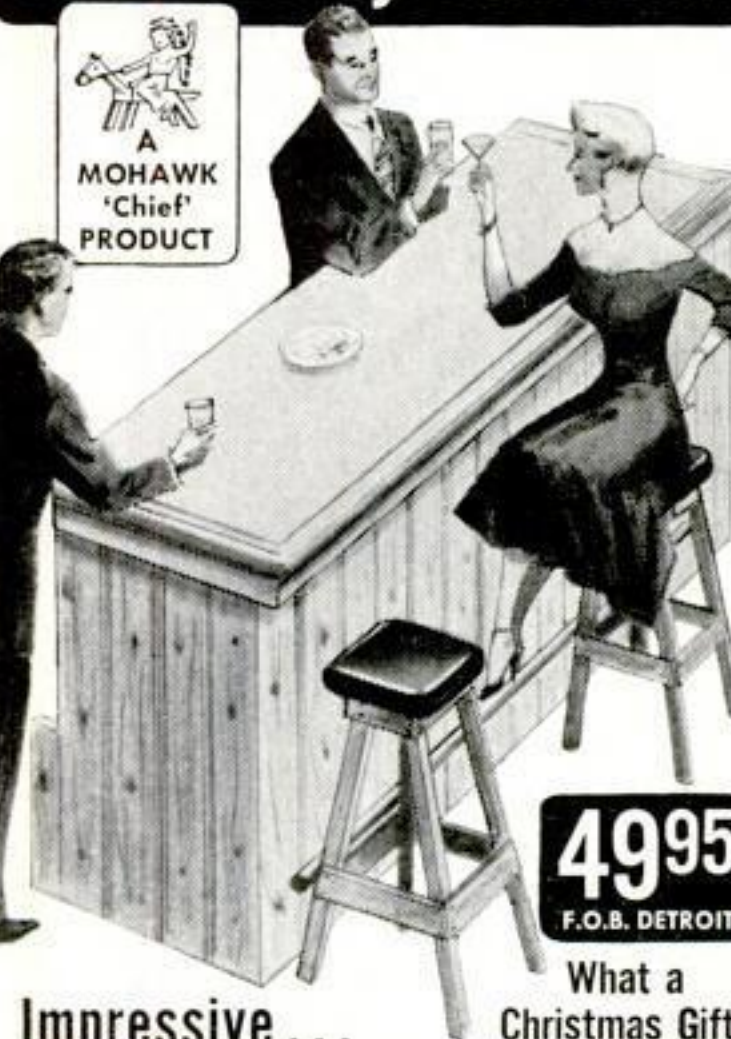
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6 ft. Knotty Pine BAR



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What a Christmas Gift!
Impressive . . .

Beautifully grained, unfinished knotty pine, with white pine footrail . . . 75" x 17 1/2" top . . . 43" tall . . . base, 22" front to back . . . Shipped K.D. for easy assembly.

BAR STOOLS: 32" tall, wood-pegged white pine, alcohol resistant plastic cushion . . . in red, blue or green . . . shipped K.D. . . . **7.95**

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worries are
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Milk of
Magnesia
provides better relief—
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than single-purpose laxatives which have no effect on the acid indigestion that usually accompanies constipation. For Milk of Magnesia relieves *both* conditions. Two to four tablespoonfuls taken at bedtime work *leisurely*—without embarrassing urgency. So, when morning comes, you start the day feeling wonderful. Get Phillips' Milk of Magnesia—the best laxative money can buy.



SAMPLING TOBACCO, Onuoha thoughtfully sniffs partly cured leaf proffered by James Hammer, new president of the Cherokee Improvement Committee.

Nigerian in Tennessee CONTINUED

were continued. There were buntings and fireworks. . . . I shall be very grateful if you could help me to negotiate an arrangement for some interested personalities or the Cherokee Community to help me finance my first year's expenses at a university. . . . I shall be prepared to sign a bond to pay them back all their expenses or to serve them for some time after my course if so required. . . ."

The idea was not Cherokee's. It was Onuoha's but Cherokee was willing.

At a distance of thousands of miles it is easy to think that all American communities are rich. Mrs. Cockrum set out gently to explain the situation. "Some people come to America expecting it to be Heaven on earth, which it is not," she wrote to Onuoha. "We are proud of our country and our way of life, but evil exists here as it does all over the world. . . . Few people in our community are rich or have money in any great amount. At the same time privileges are extended to all, to advance as far as possible. . . . So we are just common average people, all working at something for a living, and not ashamed of work."

This was quite accurate. Five years ago, although they live in the shadow of an 120,000-kilowatt hydroelectric plant, only 31 of the 143 families in Cherokee had electricity. There were no bathrooms in the entire community. The ancient, dilapidated schoolhouse had been condemned for years but was still in use and overcrowded. The earth of the farms was exhausted by generations of row-cropping; with every rainstorm more topsoil slid down the hills into the creeks and on into the Tennessee. Log cabins were—as they still are—commonplace; several families lived in the original chinked log houses built by their forebears in the 1790s. The whole community was sleepy, shabby and seemingly exhausted, one more place like Dead Mine Bend or Poorland Valley or Long Hungry Creek that can be found throughout the region. But suddenly in 1949 Cherokee became involved in the rural Tennessee Community Improvement Program, the very name of which may draw an amused snort from the bored city slicker. The program is sponsored jointly by civic and business groups throughout the state, who put up money for cash prizes, and by the Agricultural Extension Service of the University of Tennessee. In substance it is an annual lifting-by-own-bootstrap contest in which some 700 country communities compete, with awards totaling several thousand dollars being split among the top-ranking communities at year's end.

Cherokee began to improve itself on a modest level—a handful of Boy Scouts worked up and down the roads, straightened up all the mailboxes, painted them and neatly stenciled the names of

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SpeedDrill Kit (as illustrated) 33 pieces—for sanding, buffing, grinding, polishing, etc. Includes: steel case; 7 chrome alloy bits (1/16" to 1/4"); bench stand; polishing bonnet; abrasive discs; wire brush; grinding wheel; linen buffer; polishing compound; etc. Only **\$35.00** complete.

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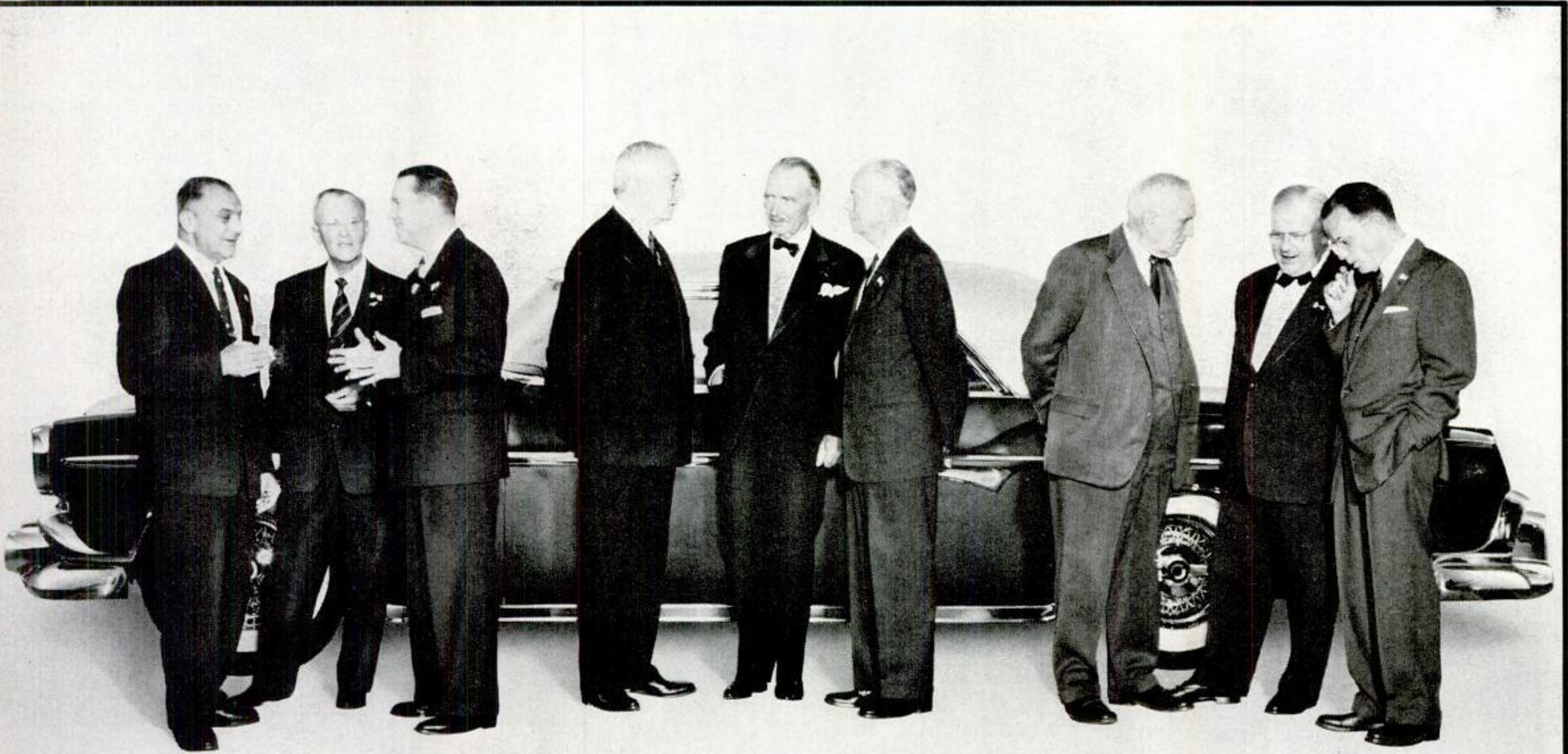
CONTINUED ON PAGE 162



THE *FORWARD* LOOK

"These 9 top aircraft designers salute Chrysler Corporation's all-new 1955 styling."

L. L. Colbert. President



Left to Right: Alexander Kartveli, VP Engineering, Republic Aviation Corp. • Michael Gluhareff, Chief Engineer, Sikorsky Aircraft Division, United Aircraft Corp. • Hall Hibbard, VP Engineering, Lockheed Aircraft Corp. • Glenn L. Martin, Founder, Glenn L. Martin Co. • Louis Breguet, Pres., Société Ateliers d'Aviation • John K. Northrop, Founder, Northrop Aircraft Corp. • William T. Piper, Pres., Piper Aircraft Corp. • Robert J. Woods, Chief Design Consultant, Bell Aircraft Corp. • George Trimble, Jr., VP Advance Design Dept., Glenn L. Martin Co.

THESE nine world-famous authorities in aircraft design recently attended a special preview of Chrysler Corporation's all newly designed automobiles for 1955: THE FORWARD LOOK.

What they saw was new-styled engineering . . . *entirely new design* from frame to roof, from headlight to taillamp—design created to match the mood of today's car owner.

They saw long, low lines—with a reason for every line. They felt a sense of motion even when the cars were standing still.

They found many features the public has been seeking . . . features new to motor cars and right up an air-minded man's alley.

They were right at home with the New-Horizon windshields—fully swept back and fully wrapped around—new windshields that provide visibility equalled only by an airplane pilot's. They admired the bold sweep of glass as they sat in the driver's seat.

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designer might well have chosen himself.

THE FORWARD LOOK intrigued these men as it is bound to intrigue you, too. It is a design concept that brings together the things you have been asking for—in looks, in taste, in luxury, in comfort, in performance.

We believe you will like this new design concept that will bring you fresh pride of ownership every time you step into your 1955 Plymouth, Dodge, De Soto, Chrysler or Imperial. This is THE FORWARD LOOK—See it at your dealer's soon.

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Kevo & L. Co., Azusa, Calif.
Please find: () 25¢ for 3 packs of Kevo-Etts & handling. () \$1.35 for 7 oz. can.

Name.....
Address.....

Nigerian in Tennessee CONTINUED

the residents on them. The psychological effect of this, however, was quick and brisk. The residents suddenly took greater interest in their homes, now that they were conspicuously labeled, and began to renovate them inside and out. In 1949 Cherokee placed third in the improvement contest, in 1950 it was second and in 1951 it won. In the three-year period Cherokee's 143 families built 11 new homes and remodeled 70. They built 17 new barns, remodeled 59. Running water was installed by 48 families, electricity by all, bathrooms by 30. More than 12,000 rods of new fence was put up and 130 gates hung. The varieties of fresh vegetables grown in local gardens rose from an average of 10 to 19.

A new Methodist church was built. A contractor estimated that it would cost \$35,000; the community contributed free labor and did it for \$16,000. A community center was built—for nothing. For a time members of the improvement committee kept track of the free manhours residents gave to the building of the center but gave up after 10,000. The county agreed to build a new school if the residents would remove the old one; they worked 24 hours a day and tore it down within two weeks.

As Mrs. Cockrum observed, the community was not ashamed of work. It was not only willing to raise money to help Onuoha but to back him up in every way it could. A group of citizens wrote a To-whom-it-may-concern letter to U.S. immigration officials, saying that if the young Nigerian were permitted to enter the country they would personally see that all went well with him. They also approached the president and the dean of Morristown Normal and Industrial College, about 21 miles north of Cherokee, and persuaded them to accept Onuoha as a student and to give him some financial help. Morristown is a 73-year-old junior college and high school for Negroes maintained by the Methodist Church. It has 350 students and, like most small Negro colleges, is so poor that the \$100 it guaranteed to Onuoha represented a real sacrifice.

The problem of prejudice

HAVING arranged to get him into the U.S. and for the beginning of his college education, the Cherokeeans were worried about one more thing. Would Onuoha be prejudiced against them? Mrs. Cockrum broached the subject: "We hope you will come to us with an open mind," she wrote to him, "and no prejudice against Protestant people. We promise not to overinfluence you in any way."

To this he replied: "... I have not the slightest discrimination in me. I believe in religious toleration and I firmly believe that true Christianity depends on good living and in one's attitude toward his fellowmen. We are all adoring the same and only one God. The only difference is in the methods any one denomination adopts to serve God... I shall approach you all with open mind..."

Early on the evening of Onuoha's arrival, before starting the 40-mile drive to the airport, the Cherokeeans had a community supper in their new schoolhouse and then adjourned to their new community house for a meeting. There was a short prayer and a hymn, the voices of some 40 adults and children raised in the Tennessee drawl that adds two or three extra syllables to "down" and "crown."

The light in the meeting hall was very dim. On a small table in front of the group there were five unlighted candles, one larger than the others. The big one was white, the four small ones red, yellow, black and white.

Mrs. Cockrum arose from a seat in the front row and turned around to face the others. She was twisting something in her fingers. Suddenly a match flamed in her hand and she leaned over and lighted the big candle. "This is the light of Christ," she said. "It shines over everything else."

There was a silence. Then a single voice somewhere in the group loudly hummed a few bars of a hymn, after which a small boy got up, walked to the table and lighted one of the little candles.

"The yellow candle is for the yellow races of the world," Mrs. Cockrum said. "It is our duty to spread the word of Christ to the yellow races." The hymn hummer's voice rose again. Then another small boy went to the table and lighted another candle. "All the races of the world are equal under Christ," Mrs. Cockrum said. "The yellow and the red and the black and white. We are all the children of God."

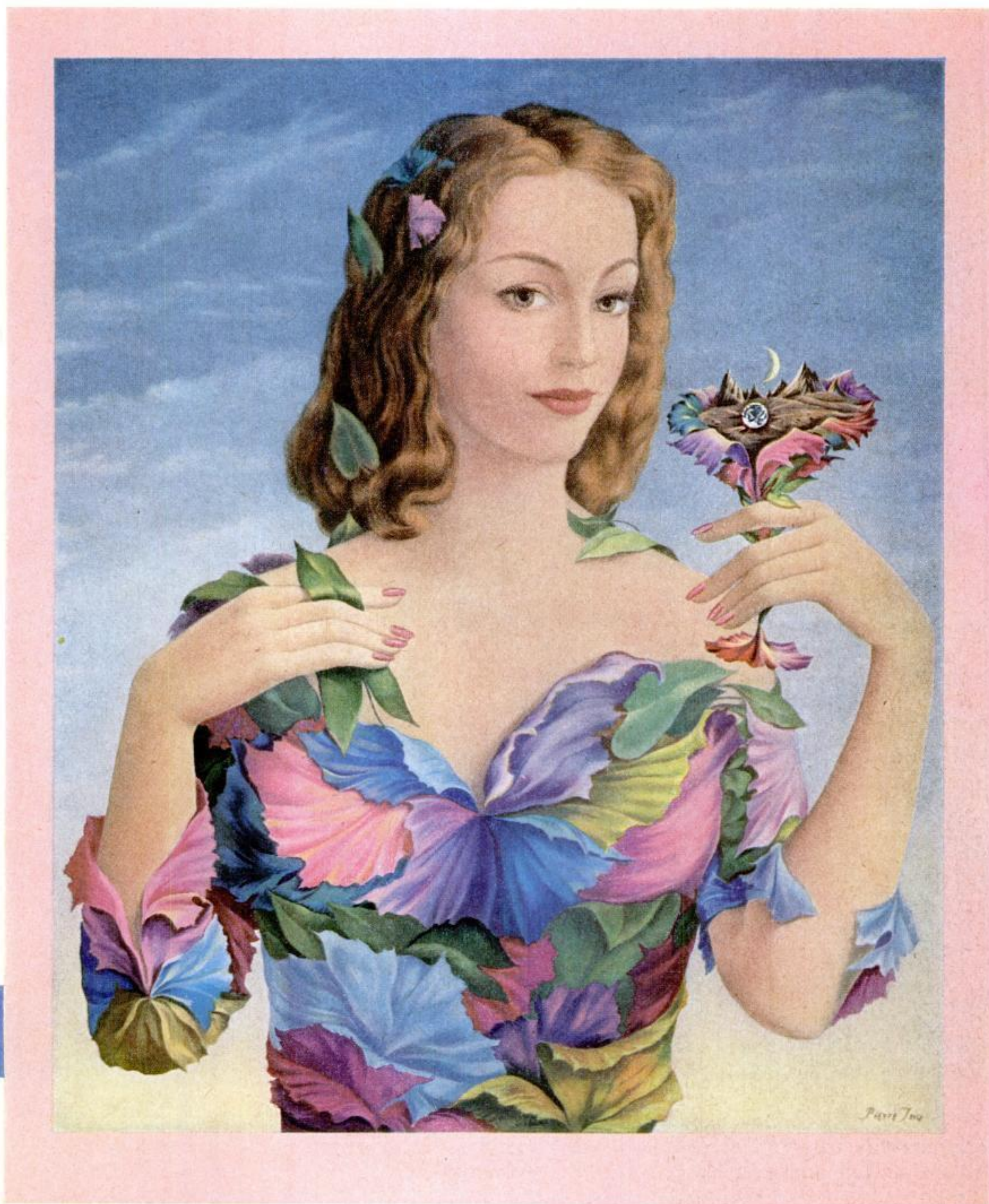
Mrs. Cockrum was leading up to another hymn. She wanted the little boys, the candlelighters, to sing it.

Jesus loves the little children,
All the children of the world.
Red and yellow, black and white,
They are precious in His sight.

CONTINUED ON PAGE 165

Eternal moment

How fragile is loveliness, say cynics—a dewdrop on a leaf at dawn, a dragonfly's wing, love's first awakening. All are gone before the heat of midday! For those who know the constancy of love, there is an answer. The engagement diamond that seals their pact, far purer than a morning's dewdrop, more shimmering than insect wings, reflects their love's awakening in substance more brilliant, more durable than time itself. It will repeat their moment in its clear beauty...endlessly.



Love's Awakening... painted for the De Beers Collection by Pierre Ino, of Paris

Your engagement diamond need not be costly or of many carats, but it should be chosen with care. Remember, color, cutting, and clarity, as well as carat weight, contribute to its beauty and value. A trusted jeweler is your best adviser. Extended payments can usually be arranged.

1/4 carat (25 points) \$85 to \$185
 1/2 carat (50 points) \$225 to \$450
 1 carat (100 points) \$650 to \$1200
 2 carats (200 points) \$1365 to \$3315



In July, 1954, jewelers throughout the country were asked for the prices of their top-grade engagement diamonds (unmounted) in the weights indicated. The result is a range of prices, varying according to the qualities offered. Exceptionally fine stones are higher priced. Add Federal tax. Exact weights shown are infrequent.

Tops in fun! Tops in travel!

New "Big Domes" on Santa Fe



For a new adventure on a trip to or from California, step aboard Santa Fe's new "Big Dome" lounge car on *El Capitan* or the beautiful new *San Francisco Chief*.

You'll agree it's the world's most beautiful railroad car! Topside, big picture windows and angled sofa seats give you a full panoramic view wherever you sit. And there's a convenient refreshment lounge right in the Dome.

The lower level features a cocktail lounge with unique Indian decor. A spot

that is colorful, intimate and where you'll visit with friends, meet new and interesting people.

Low cost "stretch-out" seat chair car service on both these trains. Also, de luxe Pullmans on the *San Francisco Chief*. Delicious Fred Harvey meals served on both trains, planned to fit your budget.

On your trip between Chicago and Los Angeles or Chicago and San Francisco, enjoy this exciting new way to travel—go Santa Fe!

Take the family along! Phone your travel agent or any Santa Fe ticket office and let them show you how much our Family Fares can really reduce your travel costs.





N METHODIST CHURCH in Cherokee, Onuoha thanked congregation for helping, said he thought the practice, not the name, of religion was important.

NIGERIAN IN TENNESSEE CONTINUED

However, only two of the four little boys knew it and so Mrs. Cockrum gave up. The meeting broke up at 10 o'clock. The people who were going to the airport went home to get some rest. At midnight they got into their cars and began the long drive to Knoxville.

It was nearly 5 in the morning when John Miller Clark and his family got back home with Onuoha. They went to bed almost at once; they were too tired to talk and anyway they had a small problem in communication. Tennesseans speak like Tennesseans; Onuoha's accent is clipped and British and his locutions are elaborate. Moreover he speaks in an extremely soft, low voice. For a while it was nothing but "What?" and "How's that?" and "Beg pardon?" and then everyone quit.

It was much better in the morning. Onuoha arose at noon and appeared in a pair of alligator loafers and a brilliant blue-and-silver robe, his native costume, which he called an *Agwada*. This was somewhat of a surprise since he had arrived in an ordinary suit, shirt and necktie. He figured, correctly as it turned out, that this would please the residents of Cherokee. They had agreed to take in a Nigerian and they damned well wanted to see what a Nigerian looked like. (One of them later remarked, not in prejudice but in candor, "In that getup he can go anywhere in the South and be a Nigerian. But what is he when he takes it off?")

"Those are nice shoes," somebody said, eyeing Onuoha's alligator loafers.

"Yes, sir," he replied. "Made in England."

"Have you ever seen a television?"

Onuoha had not. Someone turned on the set in Mr. Clark's house. The screen turned bright gray, flickered with horizontal black bars, and then suddenly a sharp picture emerged: Mike, the Big Bear, Garcia of the Cleveland Indians getting whacked by the New York Giants. Onuoha's eyes popped wide open. "Fantastic," he said. "Incredible."

After lunch John Miller Clark took Onuoha on a tour of the community, stopping first at the big farm of his neighbor Fritz Heim. Heim was disking the field from which he had recently harvested his tobacco. He glanced down from his tractor seat and saw Onuoha approaching across the ruts, his brilliant robe flapping in the breeze, the sunlight flashing on it and on the cloth hat of matching blue and silver. Heim never turned a hair. "I'm pleased to meet you," he said, and shook Onuoha's hand.

Heim's robust 74-year-old father Ulrich, and an old friend named John Cate who is 79, came out of the house to see the visitor. Both Mr. Heim and Mr. Cate are Spanish-American War veterans; Mr. Cate lost his right arm in Cuba. They stood together on the edge of a group surrounding Onuoha. After a while Mr. Cate said, "D'ye speak English?"

Onuoha's attention was elsewhere and he did not hear.

"D'ye speak English?" Mr. Cate said.

Onuoha still did not hear him.

"I wonder if he speaks English," Mr. Cate said to Mr. Heim.

CONTINUED ON NEXT PAGE

Here's how you can get TOP-NOTCH PERFORMANCE from your electric shaver!

Try this new before-shave beard conditioner especially designed for use with electric shavers. *Before you shave*, apply cool, refreshing Letric Shave to your face—then plug in your razor, shave.

Note how Letric Shave improves your razor's performance! See how it speeds up shaving! Cuts drag and discomfort!

Tests by thousands of men have proved that using Letric Shave regularly gives closer, faster, more comfortable shaves with every type of electric shaver! Here's how Letric Shave works:

1. Sticky, razor-clogging perspiration is evaporated.
2. Your skin is lubricated to eliminate "shaver drag" and to allow faster, cooler, more comfortable shaving.
3. Whiskers are softened so shaver cuts them off quickly, cleanly, closely.



Try it—see why 9 out of 10 men who try Letric Shave won't be without it!

Letric Shave lubricates shaver cutting-head too, for easier action, longer life. Try Letric Shave tomorrow. Only 59¢, no U. S. tax, for 3-oz. bottle—enough for 80 shaves.

FREE — a full month's supply of Letric Shave! Just send name and address to The J. B. Williams Company, Dept. L-10 Glastonbury, Conn.



Massage into skin... see it penetrate!

DEEP HEAT FROM NEW MENTHOLATUM RUB —gets right to where it hurts!

Rub in . . . it starts bringing relief from pain of arthritis, rheumatism and chest colds in just 30 seconds!

Right before your eyes this new DEEP HEAT rub disappears into your skin! Just massage new Mentholum Rub on the spot that's sore. Feel its DEEP HEAT start to work. See how quickly you feel a warming glow. Soon that nagging arthritic, rheumatic pain and tingle are gone!

Extra-Deep Penetrating Power

New Mentholum Rub's formula includes the latest discoveries for pain

relief . . . plus Silitex M3 . . . a combination of ingredients that offer extra deep penetrating power. Mentholum Rub contains soothing menthol and lanolin. It also brings wonderful comfort to swollen, burning feet. Stainless. Greaseless. Won't soil clothes or bed linen. Look for the "red-white-and-blue" package with DEEP HEAT marked on it. Get new Mentholum Rub today.

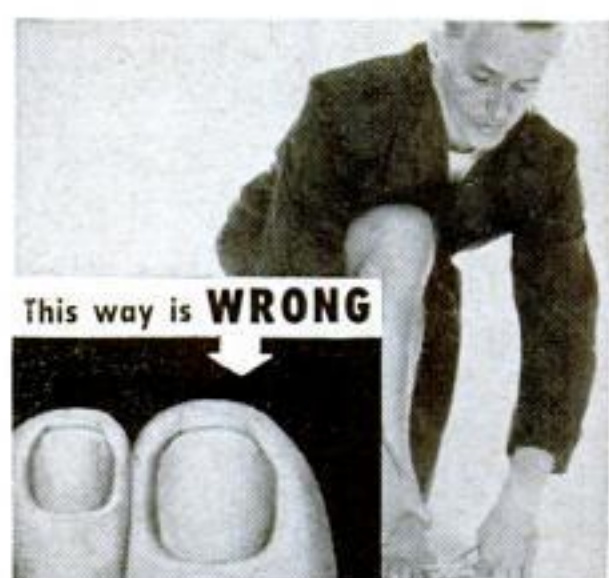
Greaseless!



Stainless!

Bet you cut your toe-nails wrong!

9 out of 10 people invite trouble by cutting their toe-nails wrong. Chiropodists say this is the major cause of ingrown toe-nails and infections. *Don't let it happen to you!*



Never round toe-nails at the corners. Incorrect clippers which round the corners can cause painful infections, ingrown toe-nails.



Always trim them straight across with a slight dip in the center. Only TRIM automatically shapes and trims this correct way.

CHIROPEDIC
EDGE



TRIM® CUTS YOUR TOE-NAILS RIGHT

Not like finger-nails, as ordinary clippers do.

Because only TRIM has the "chiroprpedic" cutting edge!

TRIM is the first and only foolproof, safe Toe-Nail Clipper. Its exclusive "chiroprpedic" cutting edge is shaped just the opposite of a finger-nail clipper. You simply can't cut wrong!

*pat. pending

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Serves the entire family—lasts for life!

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TRIM
TOE-NAIL CLIPPER



New washer can save up to 9 gallons of hot water per washing! This beauty, the Maytag Supermatic, is styled for tomorrow, engineered for long-lasting efficiency—The Maytag Company, Newton, Iowa.

MAYTAG ADVANCED AUTOMATIC

NIGERIAN IN TENNESSEE CONTINUED

Then he turned to Onuoha again and said loudly, "What d'ye think of the United States?"

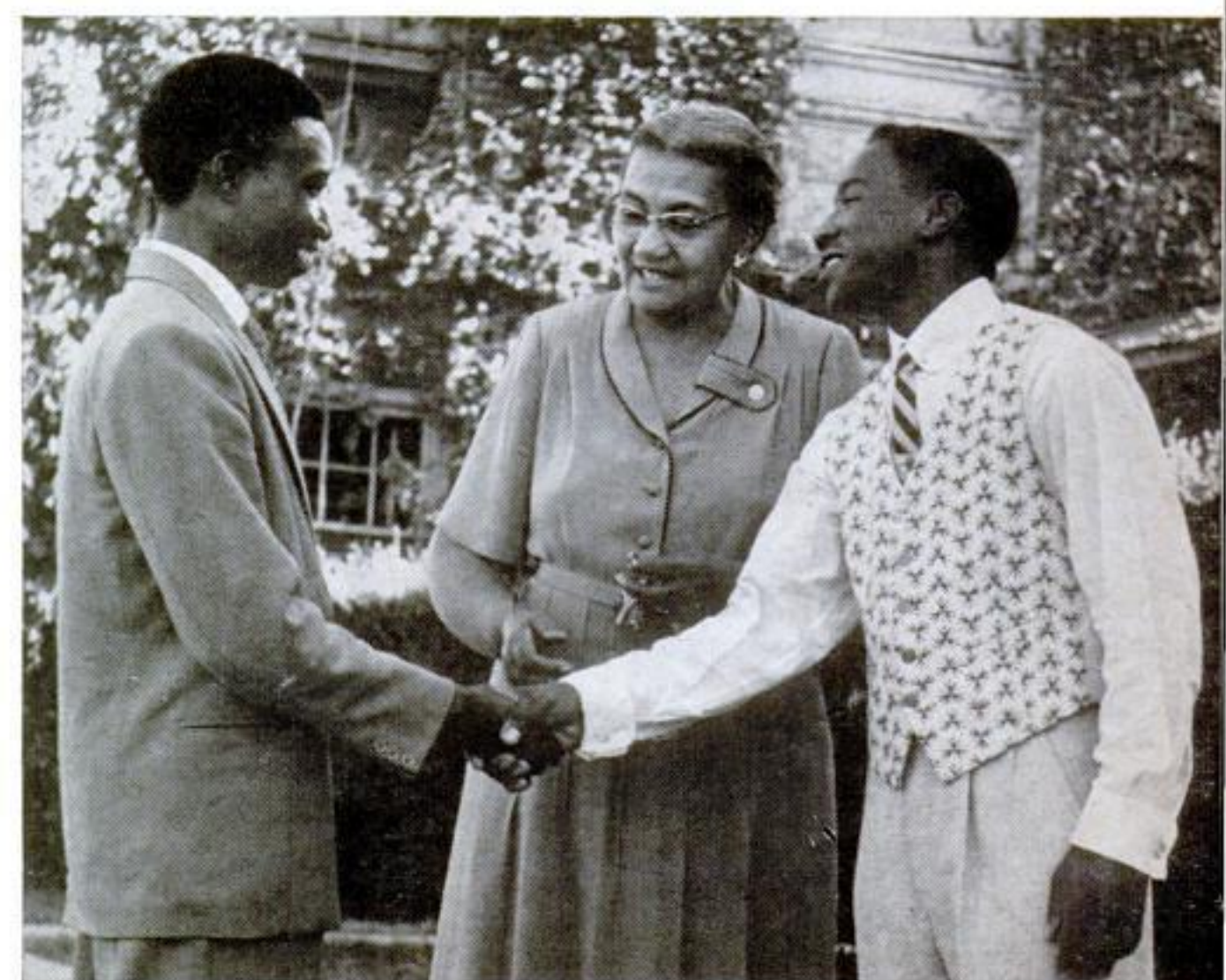
Onuoha heard that. "I am tremendously impressed," he said in his soft British voice. Mr. Heim and Mr. Cate beamed. "That's good," Mr. Cate said. "Ye'll like the people better after ye've been around for a while."

Cherokee has a party-line phone system. The word went around that Onuoha would be at the community house in midafternoon and a crowd showed up to see him. He had brought with him, as a gift to the community, a carved ebony elephant about 8 inches high. During a silence he handed it to Fritz Heim, saying, "This small gift is a token of appreciation to the people of the Cherokee community for all they have done. This is the most wonderful experience of my life." Heim solemnly accepted the elephant and put it on the mantelpiece.

On his second day in Cherokee, Sunday, Onuoha was taken by John Miller Clark to both the Methodist and Baptist churches. (There is no Catholic church in the neighborhood; the nearest is in Knoxville.) In each church Onuoha spoke briefly. He thanked the people and made some remarks about religious tolerance. He also took the trouble to ease people's minds about race prejudice; everyone had wondered how much he knew and how much he would have to be told, a chore no one wanted. ("Did you study American history in Nigeria?" "Yes, but not in detail.") It turned out that Onuoha knew all about race prejudice and was prepared to meet it as well as he could.

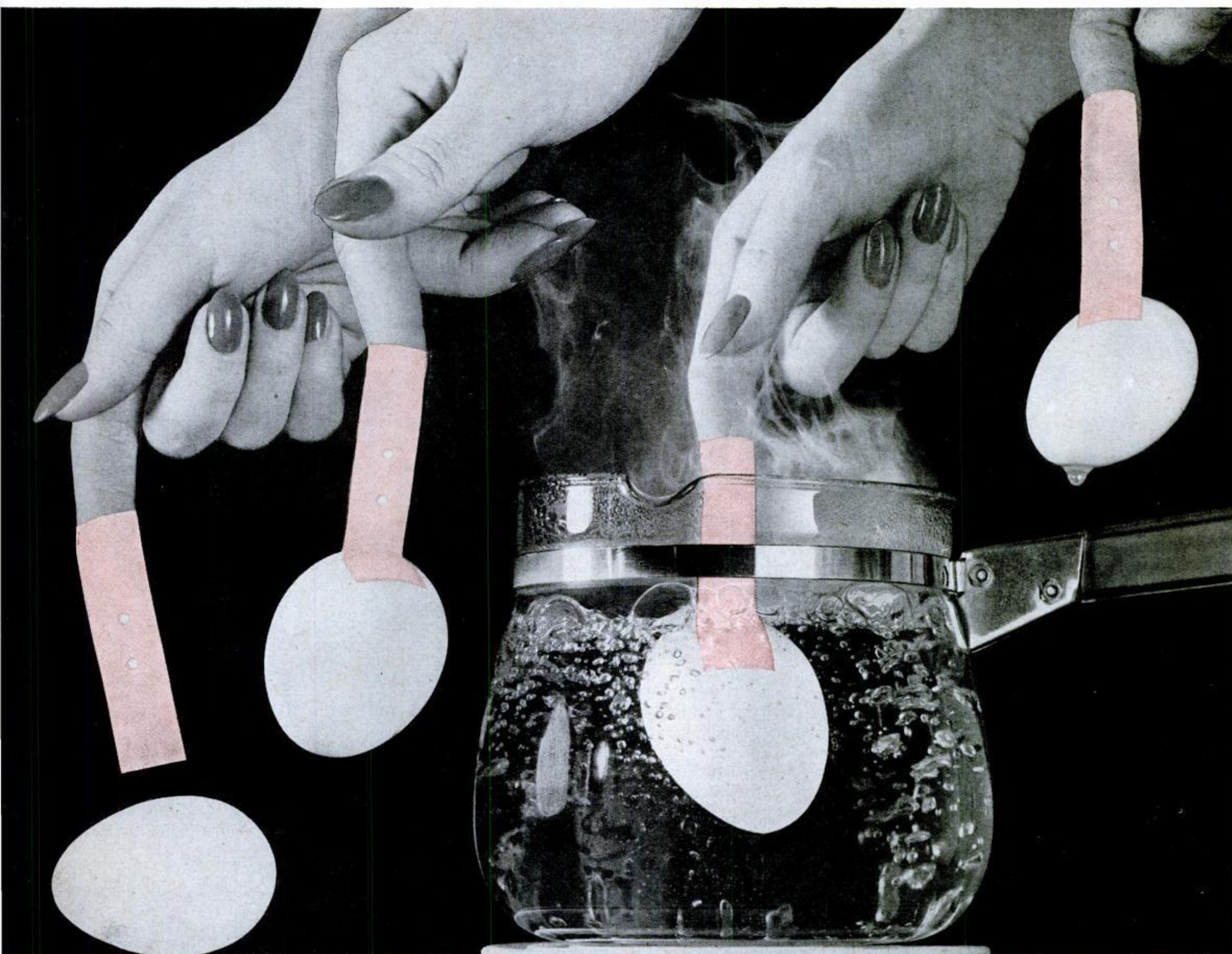
On Sunday afternoon, having put on his suit, shirt and tie again, Onuoha went with the Clarks to Morristown College 21 miles away. The president, Dr. H. L. Dickason, and the dean, Mr. Paul A. Edwards, escorted Onuoha around the small campus. The place is neat, clean, proud and broke. Tuition per semester is \$54 and the medical fee is \$3. Among the prizes, scholarships and awards available to the students are the Brownlow Prize—"Mrs. E. M. Brownlow Smith gives an award of \$5 in memory of her daughter, Miss Jemimah Henrietta Brownlow, to that young lady in the graduating class who best represents the ideals of the college"—and the Slusher Music Prize—"Mr. Robert Slusher, a senior at King College in Bristol, Tenn., offers a cash award of \$10 to go to the student who has contributed most to the spirit of the school and to the warming of the hearts of his fellow man through the medium of music." (On Oct. 8, in Hackensack, N.J., the will of a Miss Lucine L. Lorrimer was probated. She left \$250,000 to her pet dogs, cats, birds, goats and chickens.)

There was some talk about what Onuoha would like eventually to do after he gets his college education, and he said he thought he would like to go on to become a doctor and return to practice in Nigeria, although he admitted that this was an overleaping ambition. The Clarks could see that he was anxious to unpack his suitcases, get his books and start working—the college had opened on Sept. 6 and he had nearly a month's study to make up. So they told him that they would keep in constant touch with him and that the whole community would watch his progress with real interest. When he needed help, he was to say so. Then they said goodbye and went back to Cherokee.



AT MORRISTOWN COLLEGE, Mrs. Bridget Kimes, housemother, introduces new boy Onuoha (left) to roommate Ernest Dupree of Quincy, Ill.

Never before a bandage that sticks like this!



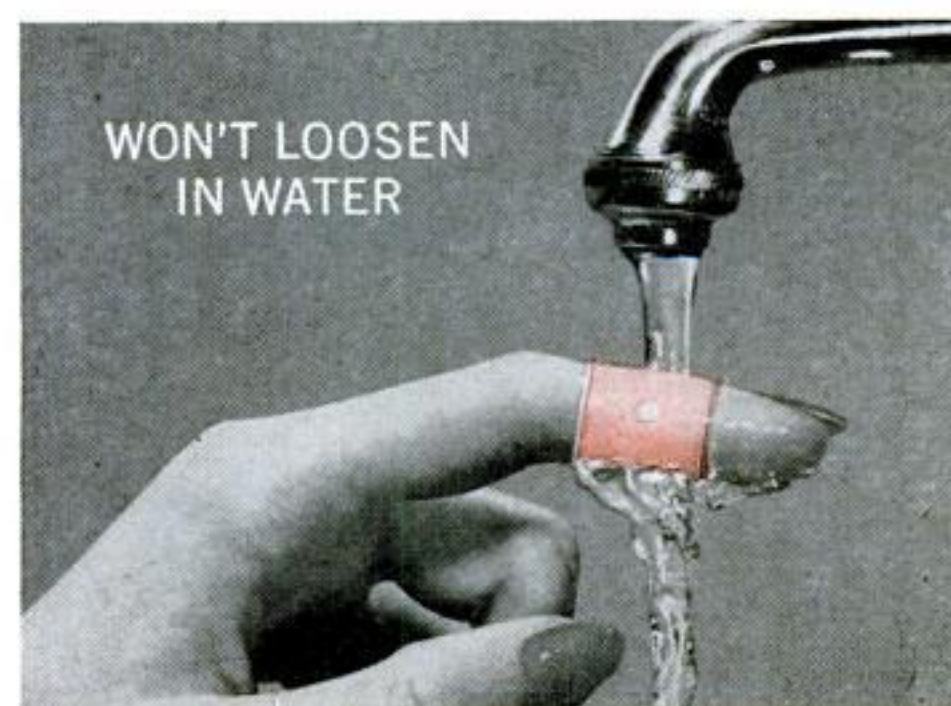
Merely touch a BAND-AID Plastic Strip to a dry egg (at room temperature). Without pressure, it sticks so firmly you can lift the egg.

It stays on even when you plunge the egg into boiling water—holds so securely you can lift the egg out again.



...with **Super-Stick**
PATENTS PENDING

No other bandage
stays on so well—
or stays so neat.



A Family's

Saturday Night

STANDISHES HAVE GAY TIMETABLE

On Saturday evenings the five children of the Myles Standish household in West Hartford, Conn. scatter on their separate adventures like leaves kicked up by a sudden gust. With no studying tonight and no school or work tomorrow, the Standishes—like most American families—can make Saturday the liveliest night in the week. For a few hours their big gray house is the center of incessant comings and goings. First out after dinner is Jerry, for some gunplay. Last out is Nancy, for the week's big date. The youngest's idea of a good time is to put on his cowboy suit and help his parents' guests stow their coats. Dr. and Mrs. Standish's idea of a good time is to entertain their friends in comparative peace. By the time Nancy is ready to go out, Jerry has been back in on one of his forays for food. But in all the scurrying there is no collision. One way or another, on Saturday night, every Standish has his time.



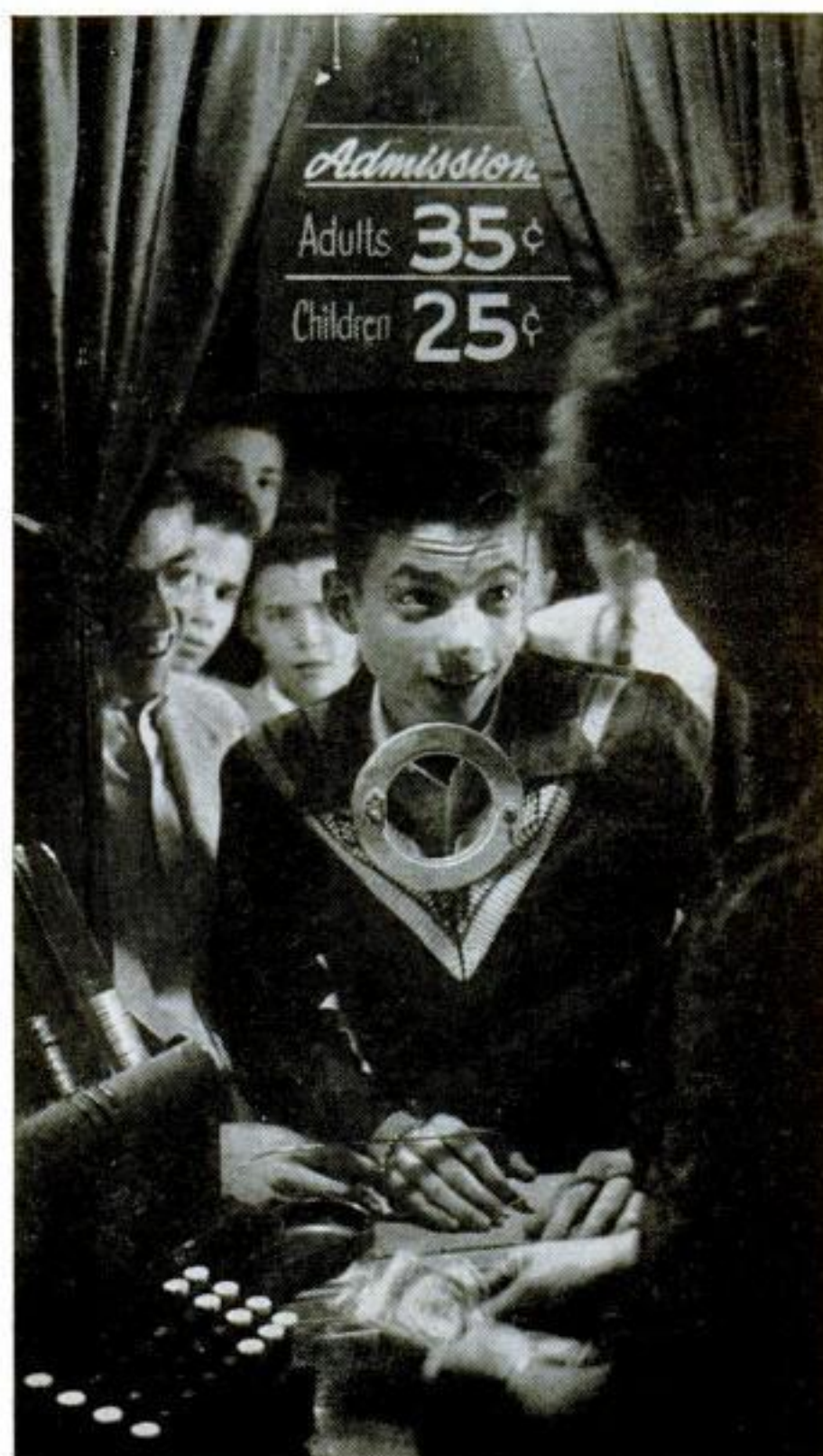
4:45 In high school band uniforms, Nancy, who plays piccolo, and Myles Jr., a clarinetist, return after football game.



5:30 Standish children (from left), Nancy, 17, Sukie, 13, Ricky, 5, Myles Jr., 15, and Jerry, 10, eat in the kitchen while Dr. and Mrs. Standish serve.



7:15 Proudly wearing cowboy hat, Ricky, who stayed home, escorts guest to coatroom.



7:20 Myles Jr. always goes to movies with gang. Here he gets tickets for local double bill.



7:40 Sukie, ardent hobbyist, exchanges stamps with collector friends at Jan Bitter's home.



6:15 Jerry (*rear center*) and four friends scramble into their weekly western gun fight. One boy wears battered cap and carries a Civil War rifle. After

tiring of holocaust the sharpshooters retired to the Standish back yard fireplace and roasted marshmallows. Jerry and a friend finally went in search of more food.



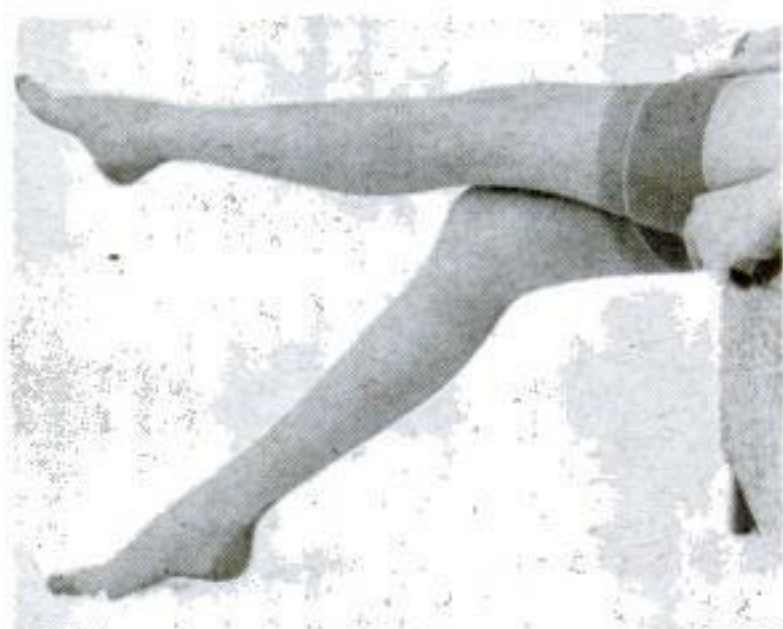
7:50 Nancy, ready for date with Bob Hall after two hours' preparation, puts on earrings.

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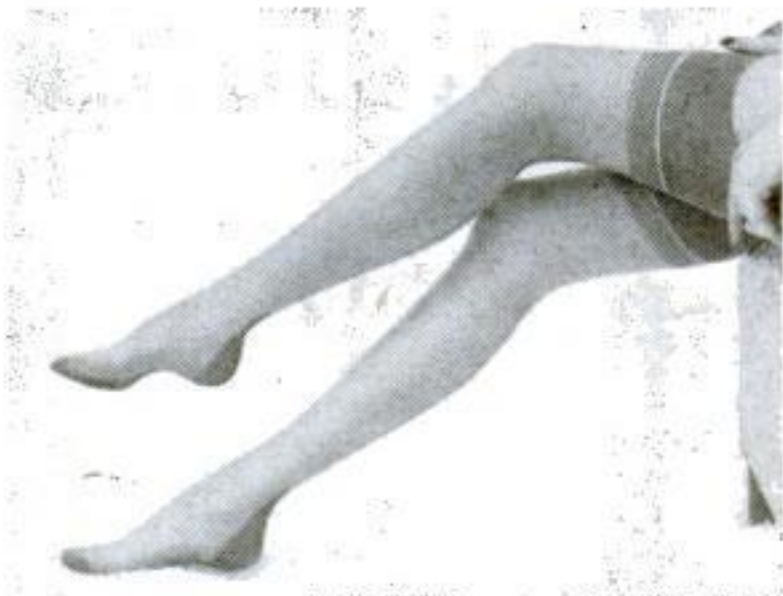


Long wear
with
Munsingwear.
*3-Dimensional
Fit...*

... long wearing nylon stockings that resist snags, "popping" runs and avoid strain, because they fit all 3 Dimensions of your legs perfectly!



**1. perfect length
dimensions**



**2. perfect contour
dimensions**



**3. perfect foot and
ankle dimensions**



Full-Fashioned or Seamless; \$1.35 to \$1.95.

Iris (blue welt stripe) for the small leg.

Venus (green stripe) for the average leg.
Diana (pink stripe) for the larger and longer leg. Ample for the fuller leg.

WRITE MUNSINGWEAR, INC., MINNEAPOLIS, MINN. FOR THE STORES
NEAREST YOU • STOCKINGS • LINGERIE • FOUNDETTE®



8:00 After Ricky gets himself ready for bed his mother leaves her dinner table arrangements momentarily to hear his prayers and tuck him in.



8:15 Mrs. Standish has the help of Sukiie, who came home from stamp meeting with Sue Boling. They got \$1.50 each for serving guests.



8:30 While older folks eat dinner, Jerry, who has been in and out for an hour, brings his friend Gene Boling in for a crack at hors d'oeuvres.



surest way I know
to make a man
like **FISH!**

you can get along
without it but who
wants to?



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THE ORIGINAL
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Men Like." Write
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ME too young for
KIDDIE KRAFT
fine jewelry?
SILLY!



... for children
of all ages ...
(from birth to 15 years of age)

at **CHRISTMASTIME**
or **ANYTIME**

WE KNOW Children "Love
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Kraft Jewelry ... we've been
making it especially for them
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Rings, Lockets, Bracelets, Crosses,
Sets, Etc. In Fine Gold Filled and
10K. Gold from \$2.50 to \$7.50.

At your local **RETAIL JEWELER**

write for free catalog
MARATHON CO. ATTLEBORO, MASS.

CONTINUED ON PAGE 172

How I feel
about **LIFE**

NO OTHER HAS SUCH IMPACT

A cinematographer is a fellow who directs the camera and lights in the making of a movie. I'm one. In that capacity, I've had a deeper than ordinary interest in LIFE since its beginning.

One reason is, I get many photographic ideas from the magazine. Anything new that LIFE does in the way of photography immediately influences Hollywood camera work. If LIFE exploits unusual angles, patterns or lighting, you will see cameramen doing the same thing all over the lot the next week.

No other magazine has such impact on the people who make films for movies and television. The stars, the directors, the cameramen, the grips, the script girls all have or share a copy of LIFE.

Every studio has several LIFE subscriptions. The libraries usually keep one file intact and clip other copies by

subjects. The wardrobe departments do the same thing and are especially interested in the costumes in historical feature articles. From the photo lab to publicity, everybody devours LIFE.

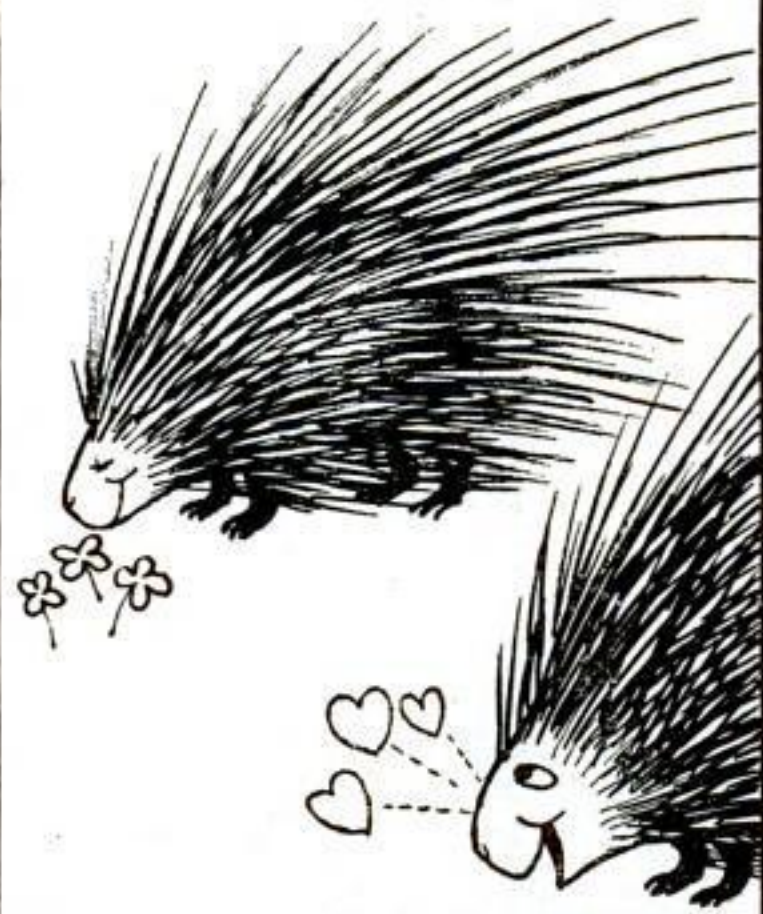
I have been reading and saving the magazine since the first issue eighteen years ago. LIFE for me is a factual, authoritative summary of the present. Important as it is to us now, I believe it will have an even more tremendous historical value to our children. Because of LIFE, it will be difficult for anybody to distort the history of our times. Our doings and our faces are reflected so well they need not ever fade from memory.

By **HAL MOHR**

Academy Award Winner

LIFE, 9 Rockefeller Plaza, N.Y.C.

Looking for Something?



FLORISTS



FROM FLORISTS
TO FURNITURE
WHATEVER YOU NEED

LOOK IN THE
'YELLOW PAGES'
OF YOUR TELEPHONE DIRECTORY



9:25 Sukie rinses her hair and puts it up in curlers before going to sleep. She wanted it to look fine at church on Sunday morning.



9:30 Jerry jumps into bed a half hour later than usual, a feat he manages when parents have guests. The jumping is a nightly ritual.



10:00 At the Gustafson home for birthday party, Nancy (on floor, right) pushes plate out after Barbara Gustafson nearly dropped cake.

Come out of that stuffy HEAD COLD FOG



Breathe Again!

Don't go on suffering all the miseries of a head-cold! Open up your nose—in seconds—with soothing Vicks Va-tro-nol Nose Drops. Reduces swelling, makes breathing easier. A few drops up each nostril as directed gives wonderful relief.

VICKS VA-TRO-NOL NOSE DROPS



NOW—for children...

a new, different aqueous nose drop that clings to give longer relief. Milder-feeling. Fully effective.

New Mild Vicks Va-tro-nol Nose Drops For Children

Largest
Selling Clip Comb
PLASTONE
Bevel-edge Teeth for Comfort



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for the whitest shoes
you've ever worn!

At Leading Chain and Independent Stores
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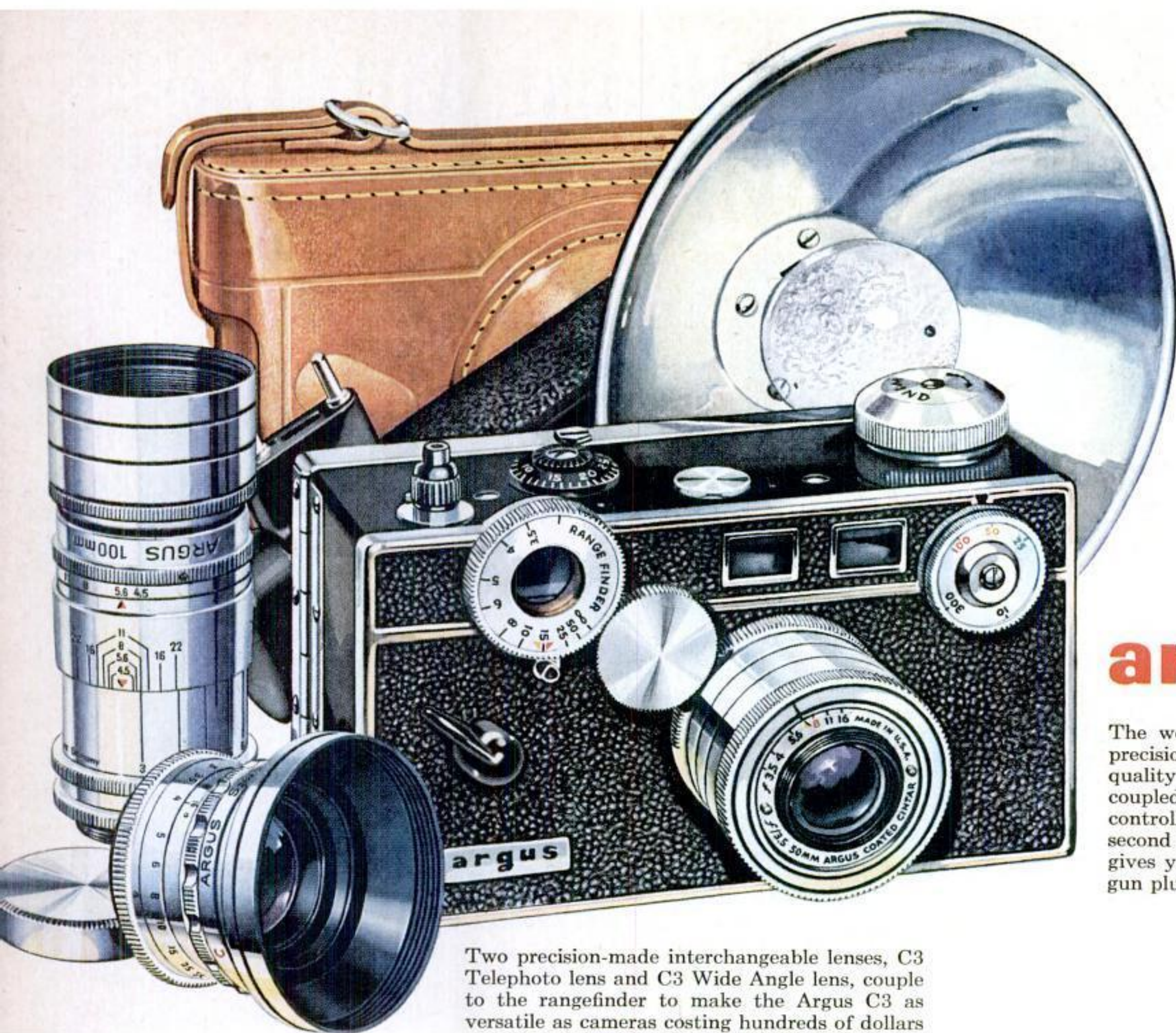
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Giving!

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Authentic, full-color Currier & Ives Americana captured in hand painted miniature scenes. Your choice of four famous Currier & Ives subjects. Only \$6.00 per set (Links & Tie Clip), plus tax, at fine stores everywhere.

WRITE FOR FREE CATALOG
The TAUNTON PEARL WORKS, Dept. L, Taunton, Mass.

CONTINUED ON PAGE 175

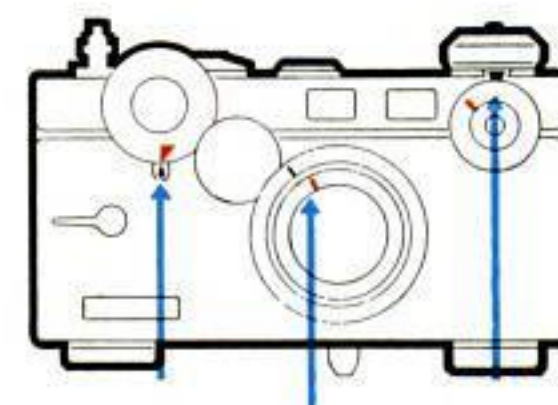


Two precision-made interchangeable lenses, C3 Telephoto lens and C3 Wide Angle lens, couple to the rangefinder to make the Argus C3 as versatile as cameras costing hundreds of dollars more. Each lens is priced at \$57.50.

argus C3 \$66⁵⁰

complete with case and flash

The world's most popular 35mm camera! A fine, precision ground lens will let you take professional quality pictures—in color or black-and-white. A lens-coupled rangefinder gives sharp, sure focus. A gear-controlled shutter gives you speeds up to 1/300 second for thrilling action shots. *Color-matic* setting gives you a wonderful new ease of operation. Flash gun plugs right into the camera.



1. Distance Setting
2. Lens Opening (f-stop)
3. Shutter Speed

NOW! argus Color-matic
gives you better pictures with 3 quick, easy settings!

When using color film, set all three adjustments on yellow.

- When using black-and-white film, set all three adjustments on red.

That's all you have to do on average bright days. Exclusive Argus Color-Matic makes taking color pictures as easy as taking black-and-white.



argus A4 \$32⁵⁰

Flash: \$3.80 Case: \$3.65

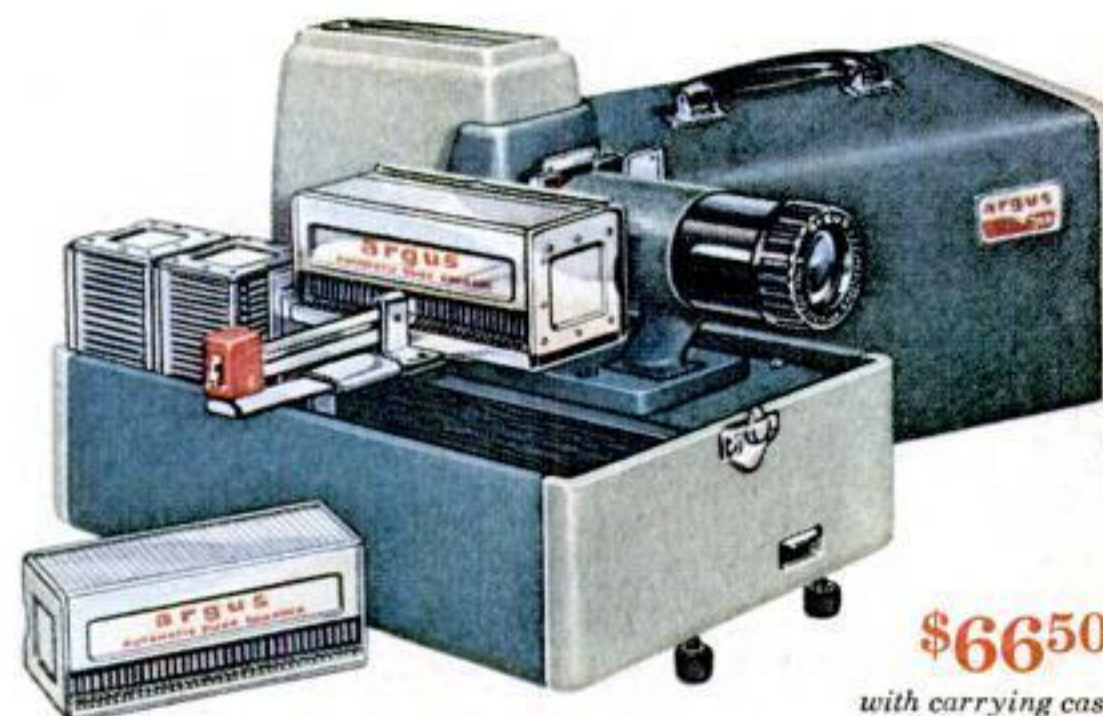
This exciting new 35mm camera has an f:3.5 Cintar lens—fastest lens of any American camera in its price class; shutter speeds from 1/25 to 1/200 second; *color-matic* settings; picture-window viewfinder; double exposure preventer; built-in flash synchronization . . . flash gun plugs right into the camera.



argus C4 \$84⁵⁰

Flash: \$8.95 Case: \$7.50

America's most distinguished 35mm camera! A masterpiece of precision. Offers you a super-fast f:2.8 Cintar lens; a lens-coupled viewfinder and rangefinder; *Color-matic* settings; a superaccurate shutter with speeds up to 1/300 second; double exposure preventer; film counter; flash gun locks onto the camera!



argus automatic projector \$66⁵⁰

with carrying case and one magazine

This new 300-Watt projector shows, changes, stores your slides automatically! Self-storing magazines each hold 36 color slides. Individual metal frames protect slides, keep them sorted and indexed. An easy push-pull of the operating handle positions each slide for viewing—then returns it to the magazine.

You Float Off Your Beard With The Greatest Of Ease – When You Use The World's Newest Shaver!

MOST COMPACT – YET MOST POWERFUL AND SUPER-HONED FOR SUPER-SHAVES!

WHY not try the world's newest way of shaving—with the shaver that makes all others old-fashioned! Get clean, close shaves the no-effort way—with the New Custom Schick—the most modern shaving instrument yet developed!

In all electric shaver history, there's never been a shaver so compact in size, yet so powerful in action. It's another example of the trend of modern science to more power in less space!

And there's never been *any* instrument that delivers such comfortable skin-line shaves. For only the shaving heads of the New Custom Schick are *Super-Honed* for *Super-Shaves*.

FREE HOME TRIAL

You needn't risk one penny to try this new way of shaving! Simply ask your dealer—or any Schick Electric Shaver Shop—for a New Custom Schick on the Free Home Trial. You must decide *this* is the way to shave—or return the shaver to your dealer in 14 days and get back every cent!

In new, slim-lined Caddie Case, \$28.75 • The Famous Schick "20," \$26.50.

Only Schick Is Super-Honed for Super-Shaves

Schick's exclusive precision processes make possible Super-Honed heads for Super-Shaves. And only Schick heads have no bulldozer bulk! They're scientifically sized to fit your face—everywhere!



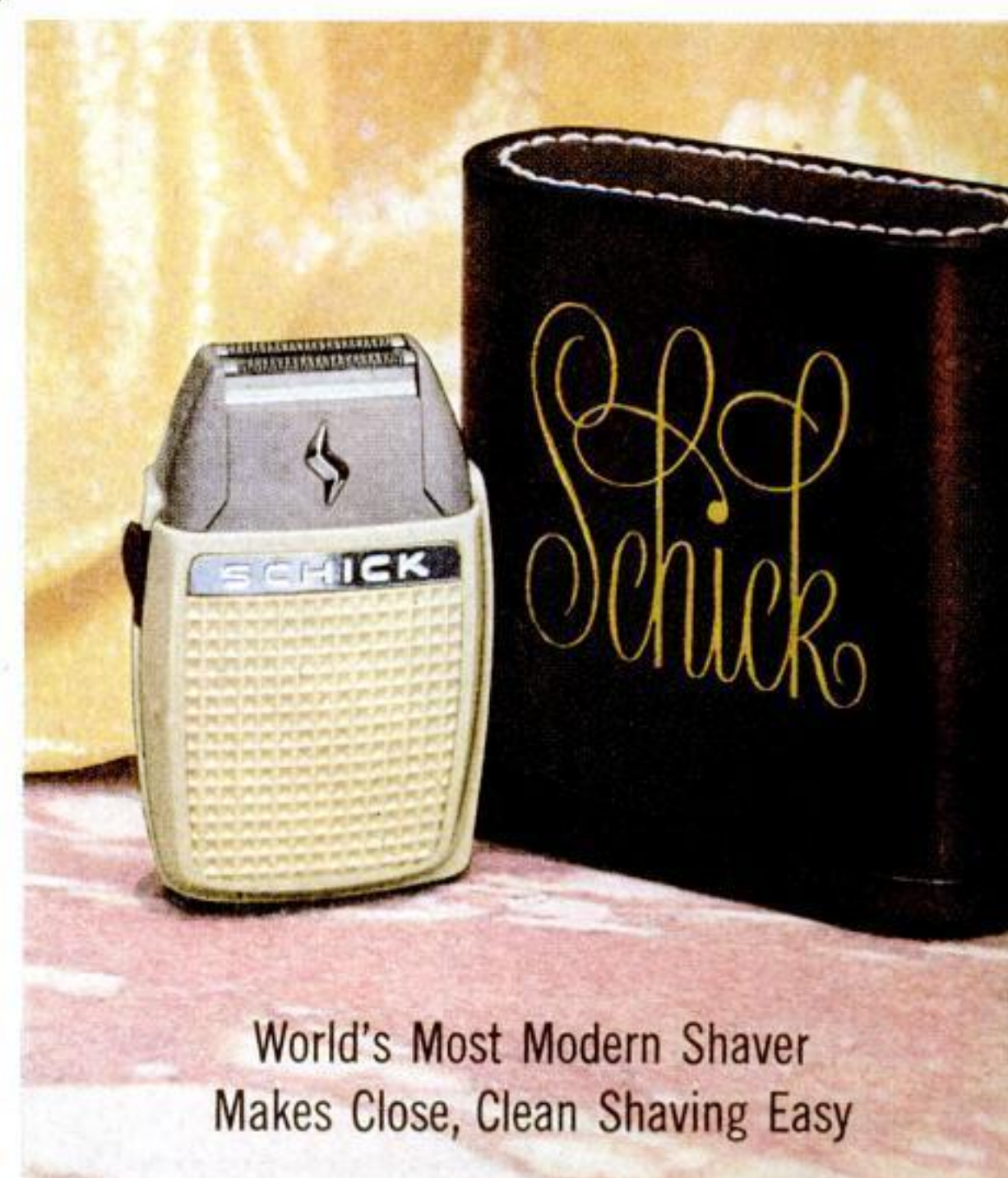
\$5.00 Trade-In Allowance on Your Old Electric Shaver—Any Make, Any Condition

New Custom Schick

MORE MEN USE SCHICK ELECTRIC SHAVERS THAN ANY OTHER MAKE

On TV—"The Jackie Gleason Show" and "Pro-Football"

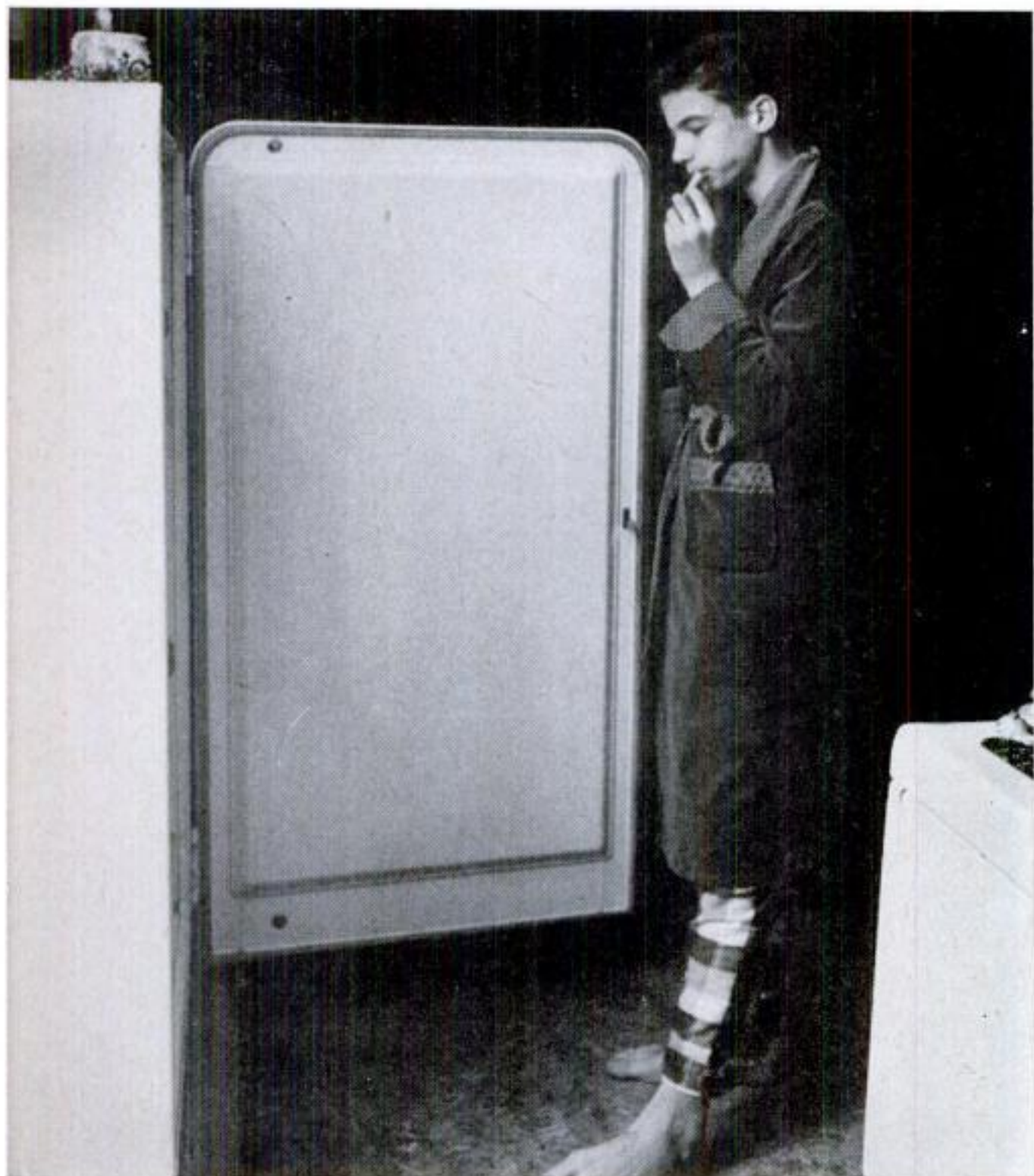
Schick Incorporated, Stamford, Conn.



World's Most Modern Shaver
Makes Close, Clean Shaving Easy



10:45 Myles Jr. (center) and Bill Fenniman hold a sober debate after movies. Their subject: should they order another double sundae?



12:10 Still hungry, Myles Jr. makes a quick raid on the icebox before going upstairs to bed. He settled for a chicken leg, celery, cookies.



1:05 Nancy and Bob rifle icebox when they return from birthday party. They ate celery, sipped milk, finally parted when Nancy yawned.

What good is a pretty hat...



if you don't have pretty hair?

Everyone knows lanolin brings to dull, drab hair the glow of youth . . . and Helene Curtis brings you up to 10 times more absorbable lanolin!

Now it's as easy to have gorgeous hair as it is to buy a hat.

For Helene Curtis has discovered what others have tried and failed . . . a way to give you 100% absorbable lanolin. It's LANOLIN DISCOVERY, a hair conditioner and beautifier that's more effective (up to 10 times more effective!) because it contains up to 10 times more absorbable lanolin.

And there are no "filler" oils to grease your hair or make you lose your wave. Just spray. Brush. Then watch. A before-and-after picture happens in your mirror!

And we'll bet you get more compliments on your hair than you do on your hats.

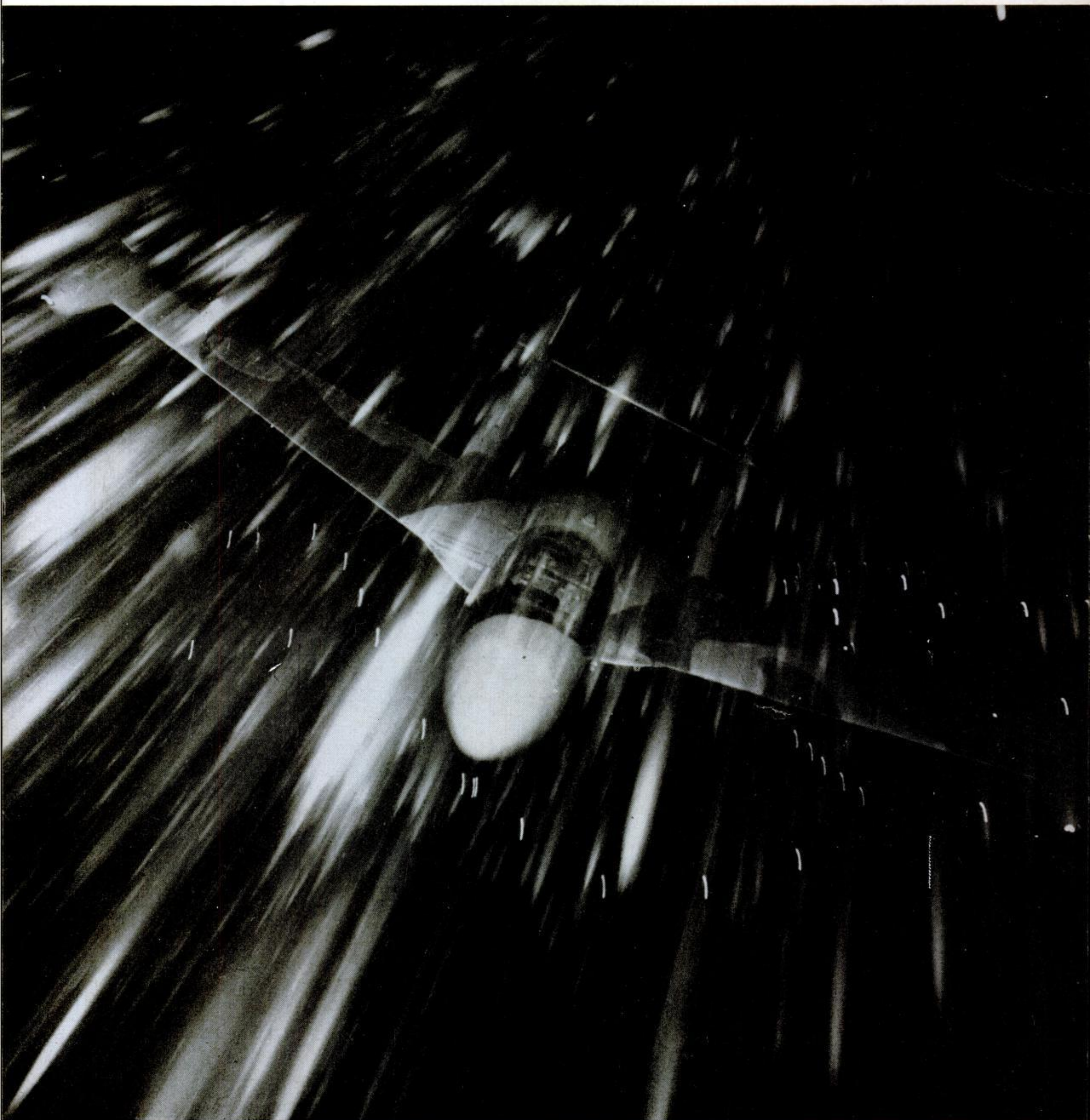
FREE TWEED PERFUME! Sweet surprise! Attached to every Helene Curtis LANOLIN DISCOVERY is a free purse-size flacon of Lenthic Tweed Perfume. Supplies are limited, so hurry, hurry!

Regular size \$1.25 New large economy size \$1.89
both prices plus tax

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NIGHT FLIGHT IN A SNOWBURST

In the night sky over the Swedish town of Vasteras, Swedish Air Force Lieutenant Bo Bjernekuhl crouched, camera in hand, over the open cargo hatch in a target plane's belly. Through the blinding snow flurries which scored the darkness he strained to keep his eyes fixed on the wing tip lights of a Swedish jet night fighter, a British-made de Havilland

"Venom" circling behind him. At Bjernekuhl's radioed command the Venom suddenly zoomed up below and overtook him with an ear-shattering roar. In the brief instant, Bjernekuhl fired his camera to obtain a unique picture of the night fighter bursting through a storm of rocketlike snowflakes above the scattered streaks of the city's lights beneath.

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